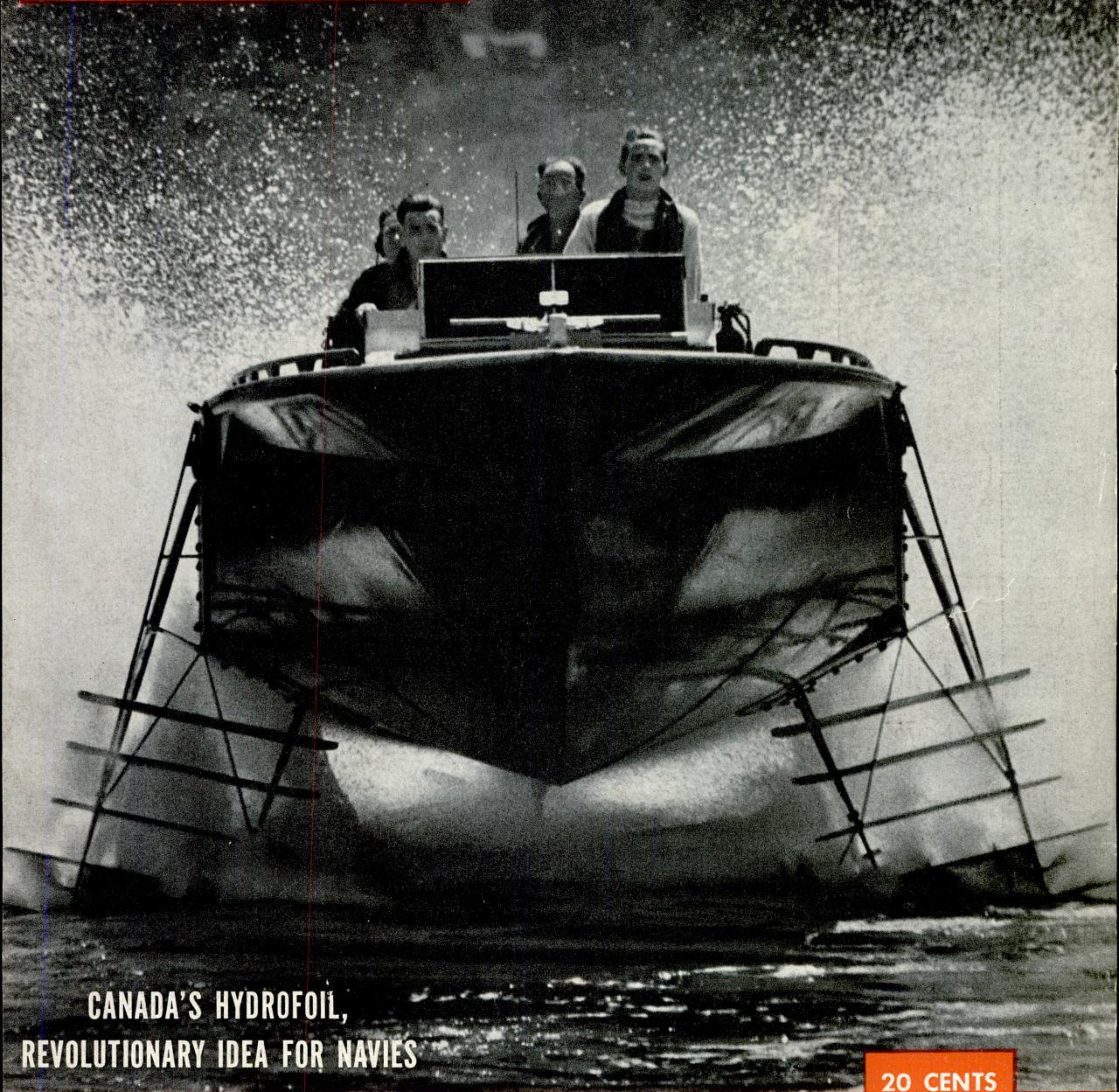


LIFE

HOW WE BEAT THE YANKEES

BY HANK GREENBERG

IN COLOR: HOW DIPLOMATS
LIVE IN WASHINGTON



CANADA'S HYDROFOIL,
REVOLUTIONARY IDEA FOR NAVIES

20 CENTS

SEPTEMBER 27, 1954



The new 1955 Kelvinator Automatic Washer gives you two separate automatic washing cycles: "FINE FABRICS" so you can wash dresses like this beautiful nylon matte jersey, safely and confidently... and "REGULAR

FABRICS" for washing heavy loads like denim work overalls, without watching or working. And it's impossible to make a mistake. Kelvinator's exclusive "Tel-a-Fabric" signal lights show you the washing cycle selected.

Now! A brilliant New Washer that's totally automatic...with Two complete washing cycles: 1. for heavy washes, 2. for fine fabrics and smaller loads.

The New 1955 *Kelvinator*



by JOAN ADAMS
Kelvinator Institute for Better Living

We of the Kelvinator Institute would like you to see a new and better way, a *totally automatic* way to get clothes sparkling white, sparkling bright. For the beautiful new 1955 Kelvinator brings you, not just one automatic cycle, like ordinary washers, but *two completely separate* automatic cycles.

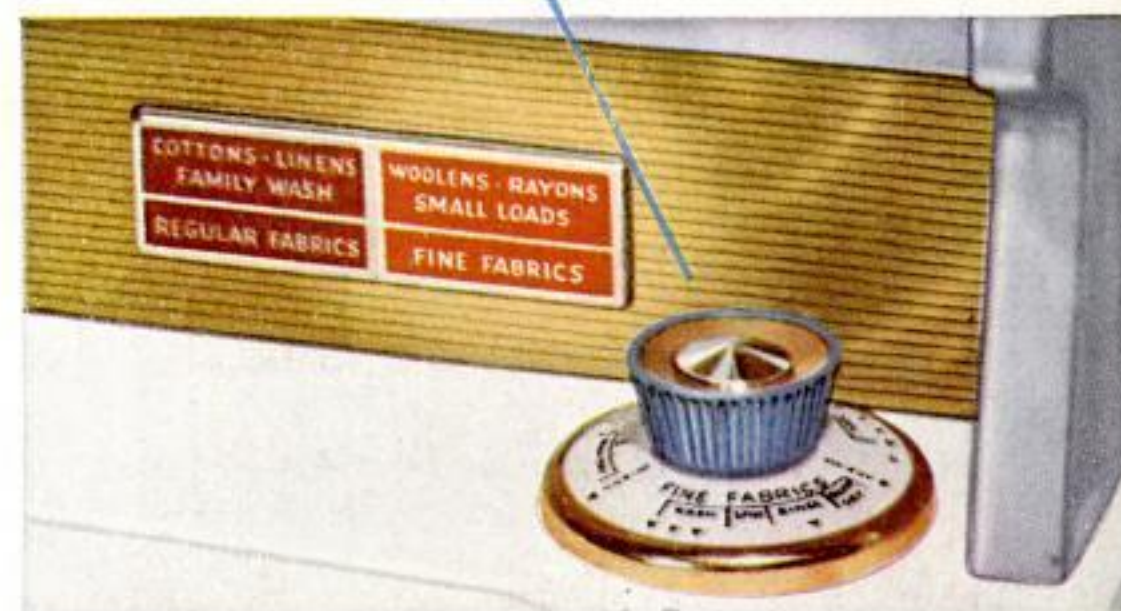
It's like having two entirely separate Automatic Washers

Turn the dial to "regular fabrics" and you set the ideal washing cycle for your heavily-soiled laundry. Turn the dial to the "fine fabrics" setting and you have another completely automatic *short* washing cycle for your sheer dresses, nylons, orlons and frilly things... and for smaller mid-week loads. This new cycle saves you almost half the soap and water you use for the regular cycle.

We'd like you to see Kelvinator's exclusive *Shampoo Washing*. It begins with a half-tub of water and the full amount of soap or detergent, washing away most stubborn dirt and grime; see *X-Centric Agitation*, the new and different kind of agitator action, one continuous vibrating motion that's far gentler, completely safe for all your clothes. We'd like you to see *Overflow Rinsing* float dirt off over the top of clothes, not down through them; see gentle spin-drying remove 25% more water than the most efficient wringer.

See Kelvinator's beautiful new, matching 1955 Automatic Dryer

It frees you from the weather, from lifting, hauling, and hanging up clothes. It's the only one with all three safety features of safe temperature, safe cylinder, safety door. See this new 1955 laundry team at your Kelvinator Dealer's now.



Now—*two* separate automatic cycles on one dial give you *totally* automatic washing of all your clothes... new savings in time, soap and water. Kelvinator's exclusive "Tel-a-Fabric" signal lights show washing cycle selected. Back panel on both washer and dryer has full-length fluorescent light for easier sorting of clothes. Write for the new free Institute booklet, *Wonder Ways With A Wonder Laundry*, Kelvinator, Dept. V, Box 302, Detroit 32, Michigan.

The Whole Nation is Learning how to Fix ACID INDIGESTION Quickly!



Who'd guess
this happy father
had Acid Indigestion
only minutes ago!

Last Year nearly TWO BILLION TUMS... Instant on-the-spot Relief
...sent Distressed People Happily on Their Way

The American tummy—is now relieved of the pain of heartburn and the discomfort of acid indigestion... by a little roll of TUMS that costs only 10¢.

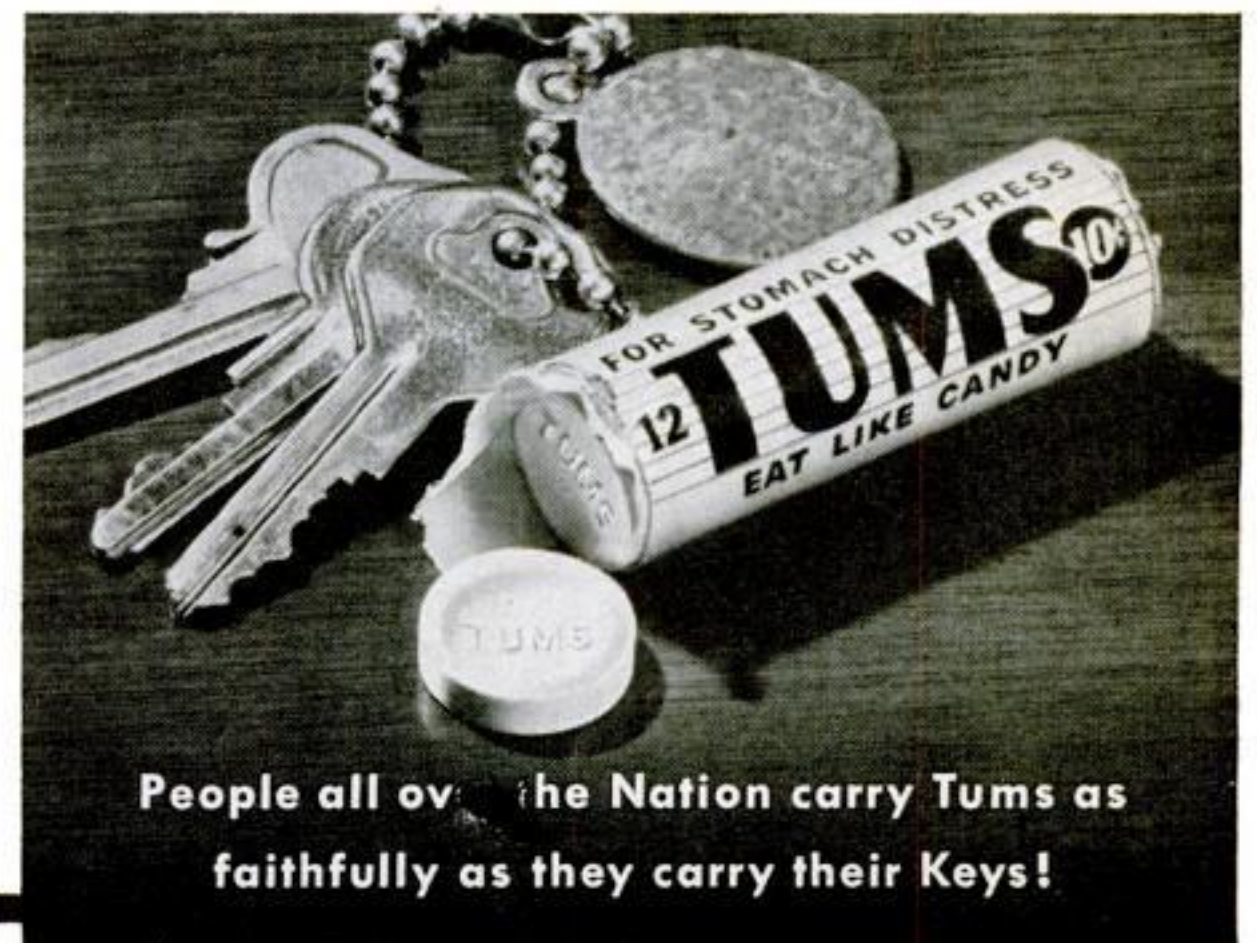
For millions of Americans—statesmen, business men, professional men, housewives, laborers—the simple secret of carrying TUMS as faithfully as they carry their keys—has meant the end of discomfort from this common stomach trouble.

Now millions, who used to toss and turn with excess stomach acid, sleep like babies.

And countless people who used to run home to the medicine chest with acid indigestion, heartburn, now continue on their happy way.

Because TUMS is a remarkably tasty and harmless little tablet that you eat like candy.

At the first sign of sour stomach millions of sensible Americans just pop TUMS in their mouths. Instantly excess acid is neutralized without acid rebound. Heartburn, acid indigestion fade away. TUMS—only 10¢ a roll and you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.



People all over the Nation carry Tums as faithfully as they carry their Keys!

TUMS *for the Tummy*



A Special Message to Millions of Families who want, need and should have more Life Insurance

With Equitable's new "Living Insurance" you can build greater security for yourself and your family. New Low Cost . . . Unmatched Flexibility . . . High Cash Values!

"I just can't afford more life insurance." Have you ever said this to yourself *even though you knew you should have more life insurance?* Then this message is written for you.

Equitable has made it possible for you—and millions of other Americans—to buy more life insurance than you ever dreamed you could.

Equitable has designed a special low-cost policy—an economy-size package providing "living insurance." Your family is protected if you die. There are higher-than-ever cash benefits if you live. You don't have to die to win!

IMPORTANT SAVINGS are yours because you purchase in amounts of \$10,000 or more. That's the big reason premiums are so low.

For example, at age 35, the premium you pay is 15% less than before—only \$23.41 a year per \$1000. Annual dividends may be used to reduce your premiums.

THAT'S NOT ALL! A big feature of this Special Equitable Policy is its flexibility. It's designed to fit the changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. And you do so at a special low rate. Again—you save!

NO OTHER POLICY offers such flexibility at such low cost! Even if you are *not* a standard

health or occupational risk, you may be able to obtain this protection at an appropriately low special rate.

Whole Life Insurance—available in amounts of \$10,000 or more. 20 Year Illustration Assuming Dividends Are Applied to Reduce Premiums on \$10,000 face amount.				
AGE AT ISSUE	25	35	45	55
Annual Premium	\$174.60	\$234.10	\$332.80	\$503.10
Average Annual Dividend*	36.80	44.70	52.90	80.90
Average Annual Net Outlay*	137.80	189.40	279.90	422.20
*Based on 1954 dividend illustrations. Dividends are not guaranteed and are not to be considered estimates of dividends to be paid in the future, as such dividends will depend upon future experience.				

SEE THE MAN FROM EQUITABLE—TODAY

The
EQUITABLE
Life Assurance Society of the U.S.

Home Office: 393 Seventh Avenue, New York 1, N. Y.

"When you have to kill a man it costs nothing to be polite"



It was the evening of December 7, 1941, in London. Churchill was relaxing at a table with his American friends, Ambassador Winant and Averell Harriman. When he turned on his wireless set for a regular news broadcast he heard something said about Japan attacking American territory. He at once put in a call to the White House.

"In two or three minutes Mr. Roosevelt came through. 'Mr. President, what's this about Japan?' 'It's quite true,' the President replied. 'They have attacked us at Pearl Harbor. We are all in the same boat now.'"

The very next day Churchill wrote the Japanese Ambassador to inform him their countries were at war. He recalls that some people criticized him for the "ceremonial" style he used in his letter. "But after all," comments Churchill, "when you have to kill a man it costs nothing to be polite."

This is one of the thousands of interesting sidelights and anecdotes of the war which the famous Prime Minister reveals in his six-volume masterpiece, *The Second World War*. Some are tragic, some dramatic—all of them reveal the human and intimate side of the war leaders in their conduct of affairs.

Stalin Thought It a Joke

Among the fascinating revelations in *The Second World War* is the by-play between Churchill, Stalin and President Roosevelt, as they sat around the conference or dining table, planning, arguing, toasting, joking.

Was Stalin really pulling Churchill's leg when he proposed that after the war 50,000 of Germany's military leaders and technicians be executed? Churchill tells how he objected to the idea, saying, "I would rather be taken out into the garden here and be shot myself than sully my own country's honor by such infamy."

President Roosevelt tried to make a joke of it by offering the compromise plan that only 49,000 be shot. When Elliott Roosevelt made a speech on the subject agreeing with Stalin, Churchill left the table in a huff. He was at once followed by Stalin and Molotov, grinning and eagerly declaring they were only playing, that nothing of a serious character had entered Stalin's head.

Mr. Churchill was awarded the Nobel Prize for Literature, principally for *The Second World War*, and there can be little doubt that it will come to

be regarded as one of the great landmarks of world literature. For the rest of your life these six books will be a possession you will be proud to have acquired as a memento of your own part, however humble, in this great epoch of human history. The complete set is offered to you in a Trial Membership, as a dramatic demonstration of the Book-Dividend system of the Book-of-the-Month Club.

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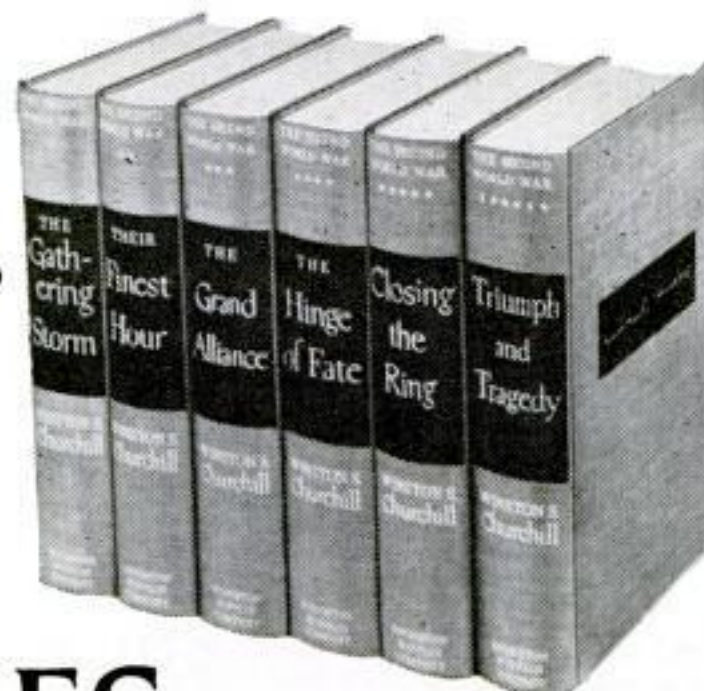
★ **YOU WILL RECEIVE ALL SIX VOLUMES OF THE SECOND WORLD WAR AT ONCE.** They will be sent with the first book you order from the Club. For a list of good books from which you can choose your first selection, please see coupon below.

★ **AFTER BUYING SIX BOOKS**—and as long as you remain a member—you will receive a Book-Dividend with every second book you buy—a beautiful or useful library volume. This member profit-sharing is similar to what happens in any consumer co-operative. A fixed percentage of what each member pays is set aside in a special fund. This is finally invested in enormous editions of other books, each of which is a Book-Dividend sent free to members. These six Churchill volumes may be considered "advanced" Book-Dividends earned by the purchase of the six books you agree to buy.

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Automatic Shotgun
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The BROWNING AUTOMATIC Pistols
.25 and .380 caliber, 9mm

Available for the first time in U.S.A. Standard models; also Renaissance Engraved models (illustrated above). May be purchased individually or in Three Pistol sets. Individual pistols and cased sets both come in specially fitted carrying cases. Standard model prices from \$29.95 to \$74.50; cased set \$148.95. Engraved models \$75 to \$200; cased set \$390.

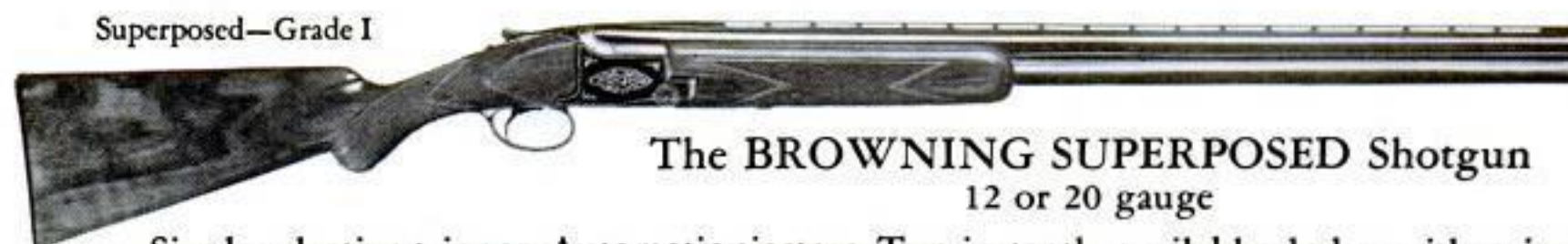
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The BROWNING AUTOMATIC Shotgun
12 or 16 gauge

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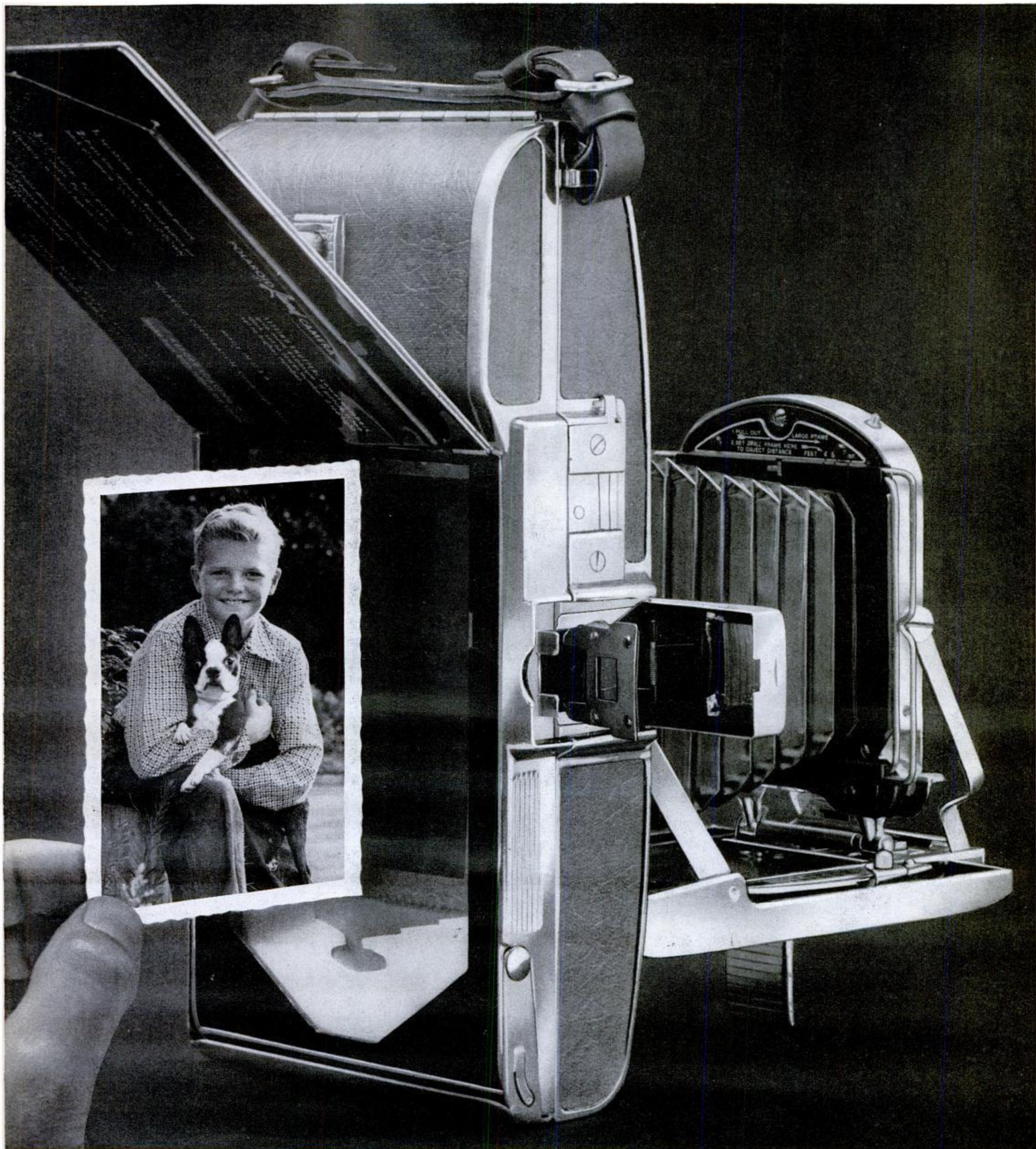
Single selective trigger. Automatic ejectors. Two instantly available chokes with a *single sighting plane*. Any combination of six sizes of choke. Trap, Skeet and Hunting models in grades I to V. All models hand-finished, hand-fitted, hand-engraved. \$236 to \$615.

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Please specify literature desired: "Shotguns by Browning." "Automatic Pistols by Browning."



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Today's **DU PONT SPONGE**
with the lively mop-up action



*Look for the Du Pont oval
on the package . . . It identifies
the genuine, long-lasting Du Pont Sponge*

MANY HANDY SIZES FOR SO MANY USES—5 ATTRACTIVE COLORS



Nicer way to do dishes! This handy-size Du Pont Cellulose Sponge gets deep into glasses, folds around silver, scrubs plates. So sanitary—can be sterilized by boiling.



Gets grimy knees really clean! Kids love the bath-size Du Pont Sponge; you'll love it, too. Holds 20 times its weight in sudsy water. So soft and pleasant to use . . . and it floats!



Do big areas fast! Larger size is perfect for walls, woodwork, windows. Won't drip. Get into corners; then just rinse and squeeze—it's clean through and through!

P.S.
TRY A SPONGE MOP
EASY TO USE...
EASY TO CLEAN



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... THROUGH CHEMISTRY

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Playtex *living* Bra

Now... the designers who performed such miracles with Playtex Girdles
bring you an exciting new bra of elastic and nylon!

*"Custom-contoured" to flatter,
feel and fit as if fashioned for you alone!*

It took Playtex to give new meaning to the words fit and flattery and freedom in a girdle. And now they've done it again—with the exciting Playtex Living Bra! This time, it's elastic and nylon, "custom-contoured" to flatter and fit as if fashioned for you alone... no matter what size or in-between size you are. Now at last, you get upmost uplift in utmost comfort! Criss-cross front dips low, divides divinely, supports superbly. Exclusive bias-cut sides self-adjust to your every move... without "gripping" or gapping open. Back sets lower... and stays lower. The cups are nylon, sculptured to round and raise. And the straps are doubled so they can't cut or slip. There's never been any bra like it! Try it, you'll love it.

Look for PLAYTEX LIVING BRA*

in the heavenly blue package at department stores and specialty shops everywhere. In gleaming WHITE, wonderfully washable—without ironing! Sizes from 32A to 40C \$3.95

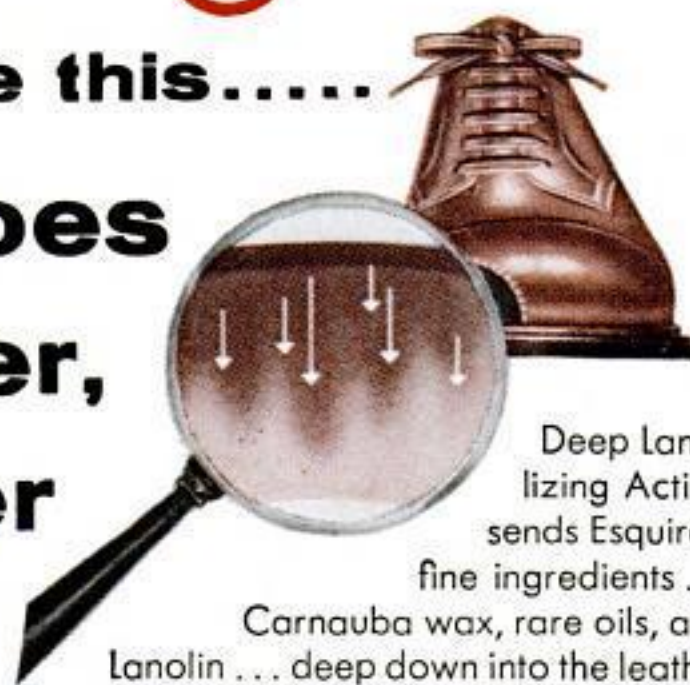
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works like this.....

to make shoes
shine brighter,
last longer



Deep Lanolizing Action sends Esquire's fine ingredients... Carnauba wax, rare oils, and Lanolin... deep down into the leather itself, softening, preserving, and shining so bright you can actually see your face in it. When you Lanolize your shoes with Esquire Boot Polish, that Deep Lanolizing Action builds in a reserve shine. So why be satisfied with one of those thin surface jobs that dulls before the day is done? Esquire's exclusive Deep Lanolizing Action keeps your looking-glass shine on the glow day after day. 9 gleaming colors.



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ESQUIRE

BOOT POLISH

On Television: "Masquerade Party", American Broadcasting Co., Wednesday, 9-9:30 P.M., E.S.T.

LETTERS TO THE EDITORS



REACTIONS TO FLAT LOOK (LEFT), ROUND LOOK (RIGHT)

COVER

Sirs:

If women wish to realize the male reaction to Mr. Dior's latest creation, they should examine the cover of your Sept. 6 issue. See the sour look on the face of the spectator watching the flatties compared to the other spectator's obvious approval of the old-style curves.

CHALKLEY J. HAMBLETON

Fish Creek, Wis.

Sirs:

No wonder the Balenciaga Coat ("The Shapes Stay Shapely After All," LIFE, Sept. 6) is "reminiscent of the designer's birthplace"! It looks like a maternity coat.

MRS. THOMAS HAYES

Gary, Ind.

Sirs:

It is not too difficult to understand why the French have rejected EDC, when the instability of their culture fosters wearing apparel such as this. . . .

CHARLES A. CONRAD III

Racine, Wis.

MORMON TOWNS

Sirs:

Congratulations to LIFE magazine, Dorothea Lange and Ansel Adams for the marvelous photographic essay, "Three Mormon Towns" (LIFE, Sept. 6). The article gave us the depth of religion, magnitude of faith that we should cultivate and clearly showed to us the immanence of God.

LAMBERT R. MCGRATH

Chicago, Ill.

Sirs:

... The "temple" you have pictured in Gunlock is not a temple at

all, but a chapel or a ward meeting-house.

JOSEPH BIERMAN

Monterey, Calif.

● It is a ward meetinghouse, the equivalent of a parish church. Only large congregations have temples. —ED.

Sirs:

In the early 1920s my husband and I motored to California by way of St. George. Though they were not then well-equipped to take care of "Gentiles," we stayed all night. The next morning we were astonished to see, shining above the cottonwoods and poplars, a magnificent temple (below).



When I thought of the toil it must take to keep that church looking as if it had just come fresh from the builders' hands, and to keep its park green in that arid land, I felt there was in that humble little Western town a spirit akin to that which in past centuries raised the great cathedrals.

BEATRICE MORGAN

Omaha, Neb.

TELLER'S OBSESSION

Sirs:

Dr. Teller's story ("Dr. Teller's Magnificent Obsession," LIFE, Sept. 6) is still another proof that the human mind cannot be stopped by hurdles. We must face up to the fact that we are living with science and we shall fail if we do not protect the men that pursue that aim relentlessly.

BILL VAN LEDERMAN

Los Angeles, Calif.

Sirs:

Mr. Coughlan's biography of Edward Teller was indeed a superb and sympathetic job of reporting.

STIRLING A. COLGATE

University of California
Radiation Laboratory
Livermore, Calif.

Sirs:

Not long ago you were telling us about poor persecuted Dr. Oppenheimer. Now you give favorable publicity to the man who got us the

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CONTINUED ON PAGE 11



Your mirror, too, tells you...

an *hour's* typing on an IBM Electric requires less energy than typing 3 *minutes* on a manual*.

Isn't it time you, too, got an IBM Electric? Write for booklet showing how both you and your employer benefit through changing to the

new IBM Electric Typewriter. International Business Machines, 590 Madison Avenue, New York 22, N. Y.

*By actual mechanical measurements of inch ounces of energy for key, space bar, and carriage return operations.

IBM
TRADE MARK

electric typewriters

... less work
per word

The Best Shaves In Life Are These!

With The World's Newest Shaver

MOST COMPACT—YET MOST POWERFUL AND SUPER-HONED FOR SUPER-SHAVES!

WHAT man would want to shave any other way—once he tried modern power-shaving with the New Custom Schick—the world's most advanced electric shaver!

Every inch of its design is an example of the modern scientific trend toward packing the most power into the least amount of space. In fact, this newest of shaving instruments is the most compact, yet the most powerful shaver in history!

Beyond that, the New Custom Schick has exclusive Super-Honed heads that use this power with peak efficiency—to give you Super-Shaves. The cleanest, easiest shaves a man ever had!

But the best way to judge the New Custom Schick's new high-power shaving is to try it yourself!

MAKE THE FREE HOME TRIAL

Simply ask your dealer—or any Schick Electric Shaver Shop—for a New Custom Schick on the Free Home Trial. You must *want* to keep it—or return it to your dealer in 14 days and get back every cent. All you can lose is whiskers!

In new, slim-lined Caddie Case, \$28.75 • The Famous Schick "20," \$26.50.

New Custom Schick

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

Only Schick Is Super-Honed for Super-Shaves

Schick's exclusive precision processes make possible Super-Honed heads for Super-Shaves. And Schick heads have no bulldozer bulk! They're scientifically sized to fit your face—everywhere!



World's Most Modern Shaver
Makes Close, Clean Shaving Easy

On TV... "The Jackie Gleason Show"

Schick Incorporated, Stamford, Conn.

LETTERS TO THE EDITORS CONTINUED

H-bomb in the nick of time. You are deviating from the Communist line, even though you still say "Joe must go." I wish you would get on one side of the fence and stay there.

DON LINDLEY

Hico, Texas

Sirs:

When a nation brings to disrepute a man whose conscience makes him hesitate to create an H-bomb, and exalts a man without religious conviction who gives himself with abandon to the creation of such destructive forces, inner decay is well on its way.

EVELYN GRANT JOHNSON

Auburndale, Mass.

Sirs:

... The story shows that Teller, also, is "confused and complicated." To condemn Oppenheimer's position on the bomb would have been fair, but to condemn his personality was ironic indeed, coming from Teller.

JANE L. R. SCHECK

Harrington Park, N.J.

Sirs:

You show just pride that it was our country in which prewar European scientists sought freedom. Today a similar pride is unwarranted. As a physicist for two recent years in England, I found it painful to hear envy of America's research facilities qualified so often with a reluctant "if only I could stand the political climate."

ROBERT A. DUDLEY

Washington, D.C.

Sirs:

In counting up those who were for the H-bomb in the fall of '49 you mentioned only Lewis Strauss and Senator McMahon. Didn't you slight Gordon Dean? I was under the impression that Gordon Dean was among the first to fight for the H-bomb.

JOHN HARRIS

New York, N.Y.

● Basing its report on recollections of AEC officials—records of the AEC discussions are classified—LIFE mentioned Lewis Strauss as the only supporter of an H-bomb crash program when the matter first came up. Mr. Dean, however, says that he too argued for the program in the original discussions. There is no doubt that Mr. Dean did work unceasingly and effectively during his three years as chairman of the AEC to bring the program to a successful conclusion.—ED.

CHRISTIAN LEADERS

Sirs:

In "New Leaders in the Christian World" (LIFE, Sept. 6) you say the Greek Orthodox Church uses "wafers" in communion. The Greek Orthodox Church does not use wafers, but bread.

DR. PERRY VOULTSOS

New York, N.Y.

● The Greek Orthodox Church always uses bread. Almost all other churches use either.—ED.

STRONG MAN'S SUICIDE

Sirs:

The American public is already sufficiently confused over the name of Brazil's new president ("Strong Man's Suicide Sets Brazil on Fire," LIFE, Sept. 6) without translating "João" as "Joseph." The name is John.

JOÃO SAUNDERS

Gainesville, Fla.

● It is John.—ED.

'THE EGYPTIAN'

Sirs:

You do the ancient Egyptian ladies ("The Egyptian," LIFE, Sept. 6) an injustice by stating that they were in the habit of shaving their heads and going about their everyday tasks naked above the waist. I think you will find that the ancient wall-paintings show them with wigs on and dressed in diaphanous robes.



EDWIN JEFFRIES JR.

Youngstown, Ohio

● Both LIFE and Mr. Jeffries are right about the headdress. Upper-class Egyptian women shaved their heads, then put on wigs. But both were wrong about the exposed bosoms. Though Egyptian paintings often show women either naked or wearing diaphanous robes (above), in most cases this seems to have been artistic convention. In public women were fully clothed.—ED.

WORLD NEWSFRONTS

Sirs:

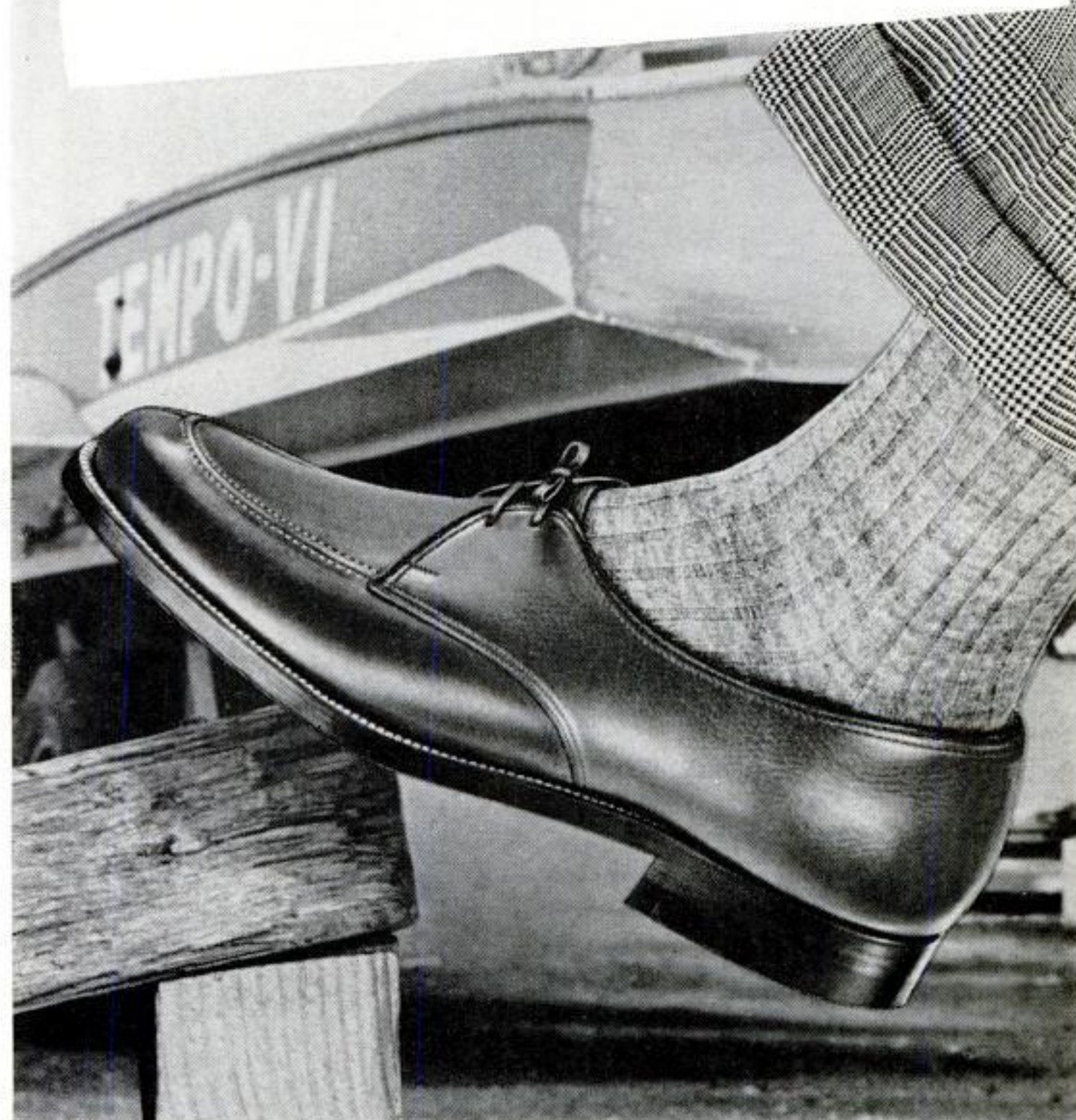
In Life on the Newsfronts of the World (LIFE, Sept. 6) you imply that the two U.S. icebreakers were the first to make the Atlantic-to-Pacific trip via Northwest Passage. That is not quite correct. The R.C.M.P. supply ship *St. Roch* sailed from Halifax N.S. July 19, 1944 and reached Vancouver, B.C. on Oct. 16, 1944.

W. DUNCAN

Sherbrooke, Que., Canada

● *St. Roch* made the passage twice, in 1942 and 1944, but avoided McClure Strait which geographers consider the western entrance to the Northwest Passage. U.S. icebreakers broke through McClure Strait for the first time.—ED.

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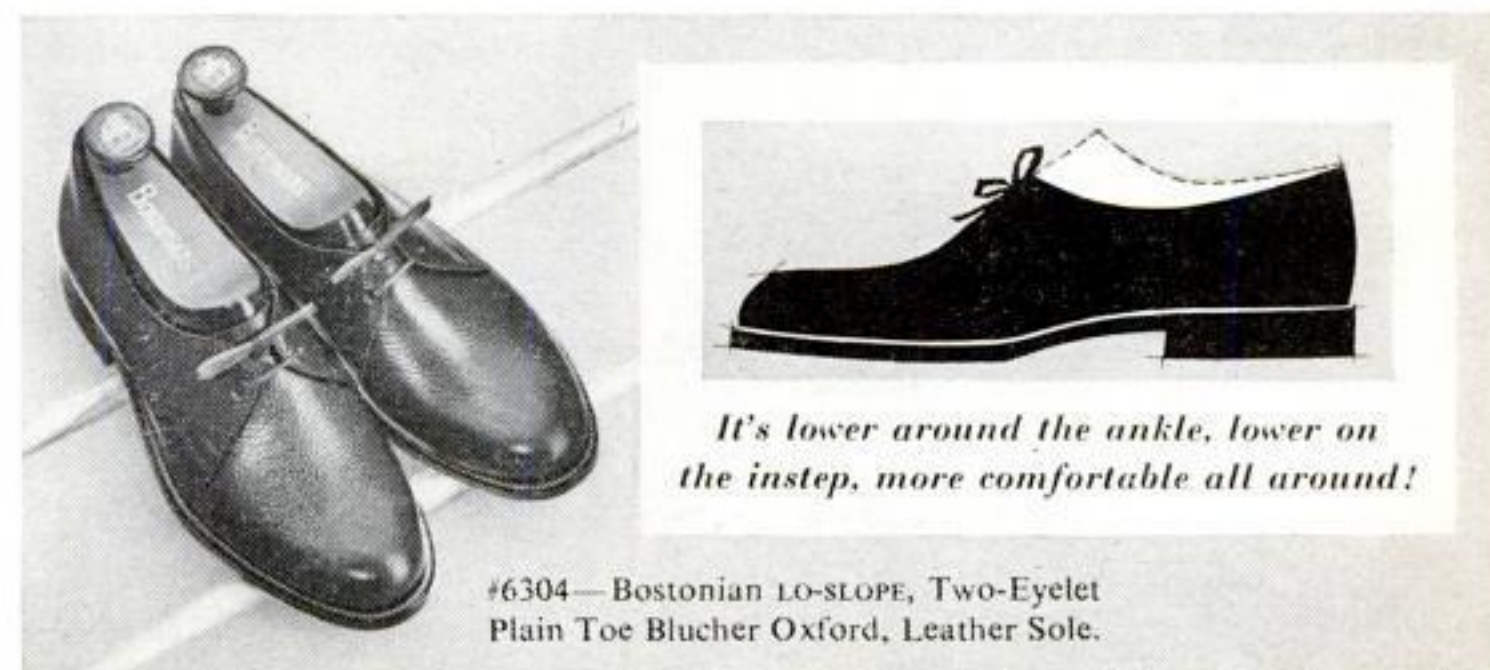


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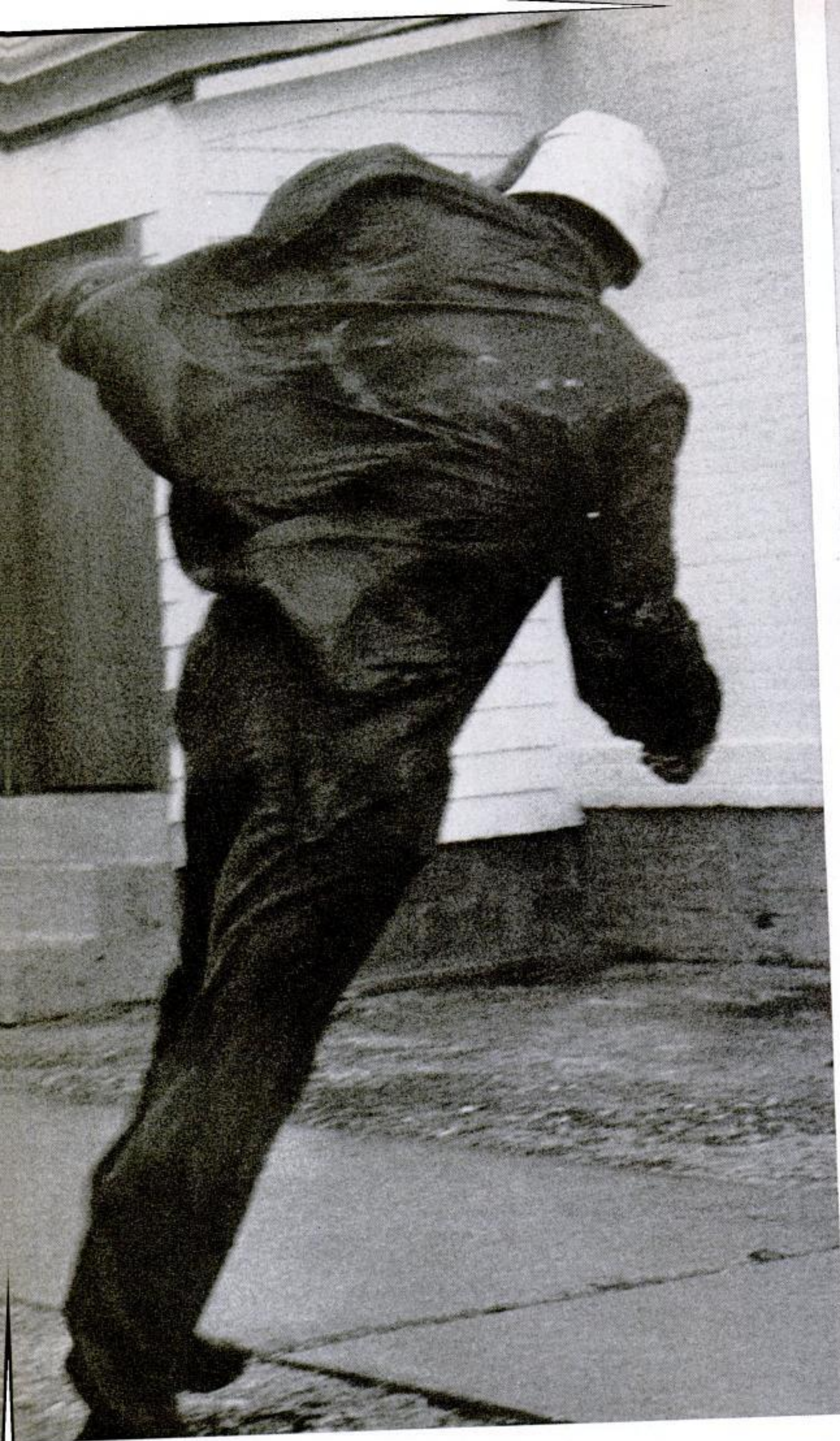
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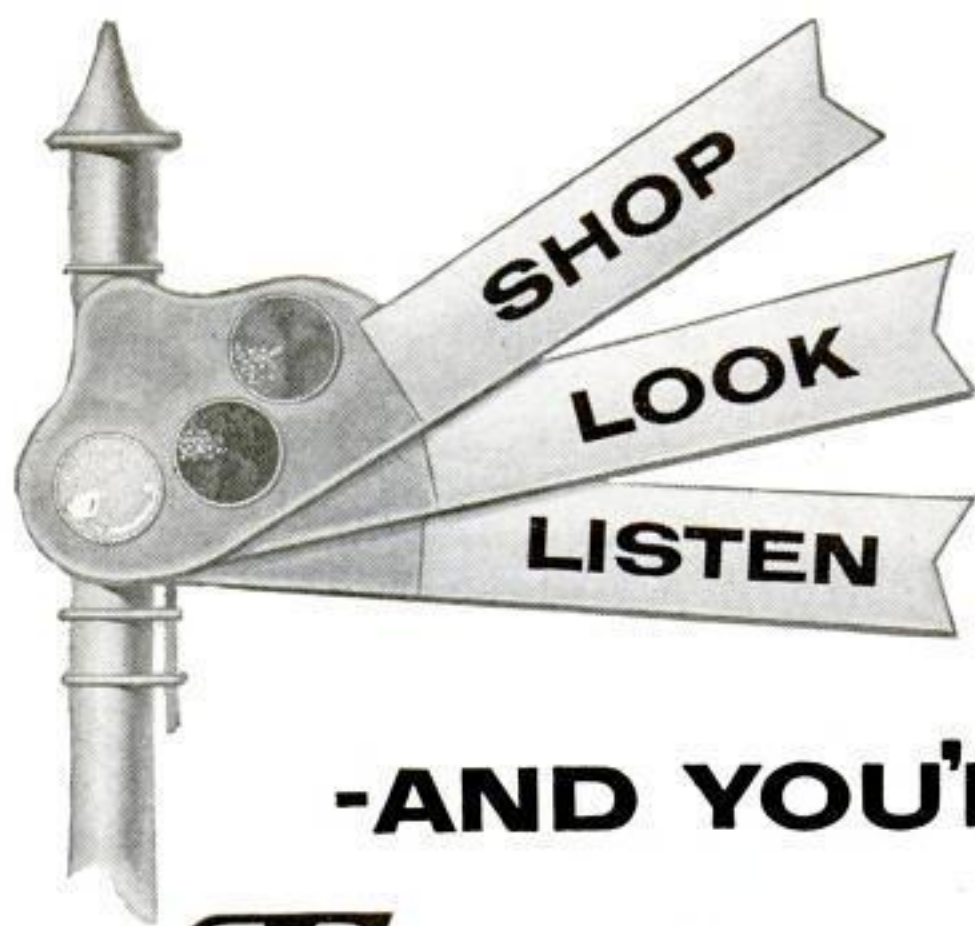


SPEAKING OF PICTURES . . .

. . . Photographer's best storm coverage shows sailor's balletlike battle with wind

Gordon Clauser is a 19-year-old Coast Guardsman stationed at the Montauk Point Light Station at the easternmost tip of Long Island. Two weeks ago he and his station mates were right in the path of Hurricane Edna. At the height of the storm Seaman Clauser went out to check some equipment, then found himself engaged in an epic struggle to get back to shelter. Shouldering into the wind (*top, left*), he achieved (*top, right*) one flat-footed step ahead, while a companion behind fought to keep standing. Taking another step (*bottom, left*), Clauser was nearly blown down. He plopped a foot in the mud for balance (*bottom, center*), went cautiously forward on three points (*third from left*) and finally, the wind at his back, reached his goal on the lee side (*below*). Photographer Grey Villet, covering the storm, found no damage to record at the well-prepared station; but he got these memorable pictures of the balletlike battle between Clauser's 160 pounds and Edna's 100-mph gusts.





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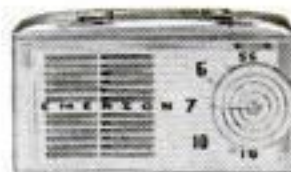
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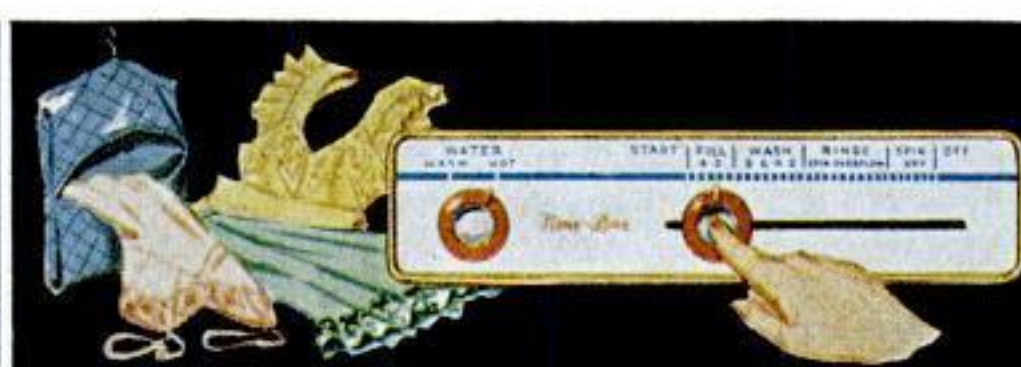


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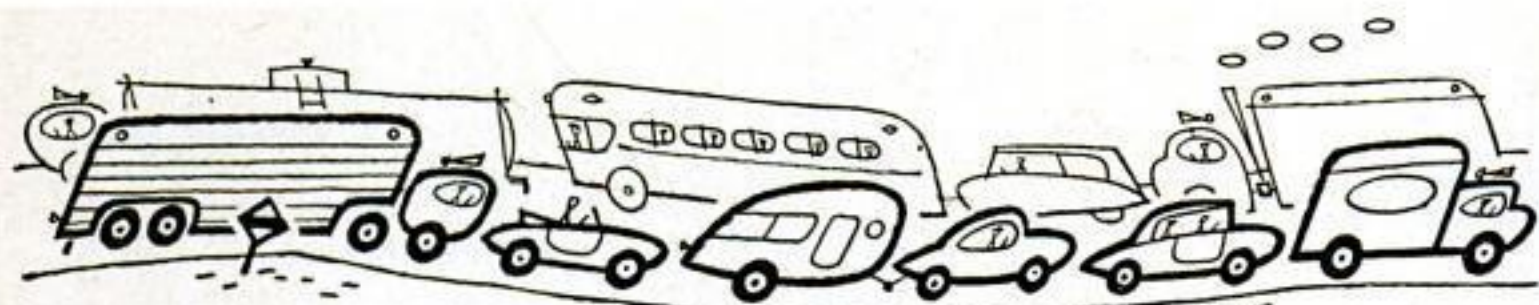
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DULLES GETS EXIT LINE; MARILYNS AND A VENEZUELAN WITH A CAT NAMED NAPOLEON TAKE CARE OF THEIR OWN EXITS

EXIT LINES, LAUGHING AND OTHERWISE

What every playwright prays for is the inspiration for striking lines that will get his characters briskly off stage. Journalists pray for good tag lines too but since they cannot make them up they have to hope that the subjects of their stories will utter them. Last week the characters occupying the world's stage were responding nobly with dramatic, philosophical and just plain homey exit lines.

In England, when his busy feet (pp. 19-21) took him out to London airport, John Foster Dulles inadvertently received an ovation meant for Crooner Frankie Laine (above). "What a disappointment," sighed the Secretary. "I thought they were here to greet me." Modest Mrs. Joe DiMaggio (pp. 71-74) wound up the commotion she caused in Manhattan with a memorable exit line, "I'm just a pretty girl who is soon forgotten. But not Joe. He's an all-time great." Another Marilyn, after an even bigger and more successful commotion in

Toronto (pp. 63-66), made the understatement of the week, "I'm sort of breathless." In Little Rock, Ark. a strange, sad curtain speech was recited by a man just cut down by five bullets from a policeman's gun (pp. 28-29). "Thank you, fellows," he said, "it's just what I wanted."

But some of the nicest exit lines were done in pictures. One (p. 134) was the happy finale in the remarkable photographic account of a musk ox roundup. The other came during the production of the color essay on diplomatic Washington (pp. 102-109). Hank Walker was at the Venezuelan embassy photographing Ambassador Dr. César González and family at dinner when son Ruben González, 6, demanded, "I want Napoleon in the picture!" and left the table. A little baffled, Walker waited. Ruben came back with Napoleon and stood in an expectant pose. Walker obliged and left Ruben (above, right) with the last word, pictorially at least.

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FEET OF DULLES AND EDEN MARCH THROUGH LONDON AIRPORT (TOP, LEFT), DOWNING STREET, DOWN AN ALLEY, INTO FOREIGN OFFICE (BOTTOM, RIGHT)

THE TIMES THAT TRY MEN'S SOLES FOR DIPLOMATS AND THEIR BUSY FEET

It was a week for diplomatic goings and comings, for a clapping of well-shod feet through the airports and embassies of European capitals. There was an urgent reason: the problem of how to include a rearmed Germany in the common defense of free Europe now that the French had scuttled EDC (*LIFE*, Sept. 13).

The week's first traveler to set off after answers to the question was Britain's Foreign Secretary, Anthony Eden. In six fast-paced days (*next page*) he visited Brussels, Bonn, Rome and Paris trying to find conditions under

which German rearming would be acceptable to the other nations, including France.

Even as Mr. Eden hurried from Rome to Paris, another veteran traveler was winging toward Bonn and long talks with Chancellor Konrad Adenauer. He was Secretary of State John Foster Dulles, who has clocked 152,000 miles since he took office 20 months ago.

From Bonn, Dulles sped to England, pointedly skipping Paris. Near the end of the week, the two pairs of diplomatic feet walked together (*above*). For almost six hours Eden and

Dulles compared notes on their travels. Then, after a call on another well-traveled diplomat (*p. 21*), Dulles returned home.

As a result of all this diplomatic leg work, the U.S. and Britain learned that they were agreed on the need for rearming Germany and giving her full sovereignty. This could be done either by including her in NATO or the five-power Brussels treaty of 1948. Mendès-France, still walking a tightrope, had troublesome reservations. Things, it was hoped, might clear up at a nine-power meeting to be held in London.

EDEN IN BONN, ROME, PARIS AND BACK TO LONDON



ALWAYS AIRBORNE, Eden's feet are shown descending from his plane.



A FIRM STAND by Chancellor Adenauer (*right*) greets Eden at Bonn as the two statesmen exchange views on European unity.



WITH MILITARY ESCORT at Rome Airport, Eden (*right*) leads Foreign Minister Attilio Piccioni

(*left*), who later resigned to defend his son in a scandal. Eden won support here for new security treaty.



IN PARIS, Eden (*left*) walks briskly toward Premier Mendès-France, who sets off with his guest in



cross-footed gait (*center*). Later Eden climbs resolutely to Quai d'Orsay (*right*) for talks with host.



TENTATIVE MENDES, keen to please Eden yet not commit himself, shifts leg during NATO visit.



A WAITING EDEN, back in London after a busy week abroad, stands at the airport to greet Dulles.

DULLES IN BONN AND LONDON



IN BRISK STEP Secretary Dulles and Chancellor Adenauer (*right*) leave Bonn airport for their talks.



BEHIND UMBRELLA held by U.S. Ambassador Aldrich (*left*), Dulles leaves ambassador's residence.

CLIMAX OF VISIT came at a luncheon given by Prime Minister Churchill at 10 Downing Street for Dulles and Eden, who took their leave and went on to an all-afternoon conference. In sharp contrast to recent coolness in U.S. and British relations, last week's meetings were marked by cordiality, understanding and agreement on the essential point—in this case, Germany's role in Western defense.



ARE COMMUNISTS PEOPLE?

CINERAMA IN DAMASCUS

All too often the Soviet Union's psychological warfarers seem to run rings around their American counterparts, partly because they have more money but also because they frequently seem more clever. Sample: at the Izmir trade fair in Turkey (pp. 30, 31) the Soviets had one of the biggest pavilions of the show, crowded it with civilian goods to show the Turks how good, and peaceful minded, is Soviet life. The U.S., which had no exhibit, chose this occasion to send part of its Sixth Fleet into Izmir harbor.

That was a prize example of a wrong way to run the cold war. Happily, there is now, from Syria, a fine example of the right way. Harris Peel, the U.S. Information Agency officer in Damascus, learned that the Soviets were spending \$500,000 to build the biggest pavilion at the Damascus trade fair. Peel had no money to spend. But he used his noodle. He knew that *Cinerama* had never been shown outside the U.S. He got in touch with its owners, the Stanley Warner Corp., in the U.S. They agreed to send it out free. An Air Force transport flew out 35 tons of equipment which was set up in an improvised open-air theater. Results?

"Offices of the U.S. Information Agency in Damascus were reported besieged by mass demands for tickets," reported the State Department. "Crowds were so great that one-inch guard rails around the entrances bent like solder wire. A 30-man guard of police was inadequate to handle the crowds. Up to 2,000 persons at each showing stand outside the walls and hang from eucalyptus trees. The gigantic response has so far outstripped interest in [the] large Soviet exhibit that local Communist organs are accusing the U.S. of 'unfair competition.'"

Free tickets were being "scalped." On all the roads to Damascus crowds flocked in. Personages from all over the Arab world came to see *Cinerama*. At week's end police arrested a Syrian photoengraver who was printing counterfeit *Cinerama* tickets and selling them for as high as \$1.50. Like imitation, counterfeiting is the sincerest form of flattery. We hope that Peel bails out the counterfeiter and the USIA gives Peel a boost in pay and a promotion. Where's the next fair?

Things are getting a lot tougher for U.S. Communists. The Department of Justice is starting its fall drive against them armed with eight new laws passed by the last Congress. The best-known and seemingly the most comprehensive of these laws is one called "an act to outlaw the Communist party." If we have really done that, why does this not dispose of the matter? Why isn't every Communist already in jail?

The reason of course is that the U.S. Constitution prevents us from being as anti-Communist as congressmen like to sound. The outlawry legislation, so far as the lawyers can decipher it, gives the Attorney General little or no more power than he had before.

It is now evident that this queer law has accomplished one purpose—its main one. That was to make its author, Senator Humphrey of Minnesota, and his fellow A.D.A. Democrats seem more anti-Communist than the Republicans, thus canceling whatever political force remained in McCarthy's charge of "twenty years of treason." But as a weapon against Communism the law is somewhere between a mystery and a fraud.

After declaring that the Communist party is not a party but a conspiracy, the Humphrey Act strips it of its "rights, privileges and immunities." But the C.P. is like other parties in one respect at least: it has little tangible existence apart from its members. It is identifiable chiefly as the aroma, record and behavior of some 25,000 individuals. Many if not most of these individuals are U.S. citizens. A man with this birthright cannot possibly be "outlawed" except by due process of law, including free access to the courts.

Does the Humphrey Act curtail this birthright and entrench on the Bill of Rights? Perhaps, but not in any radically new way. U.S. law parted company with the pristine purity of the First Amendment (free speech and assembly) back in 1940 when Congress passed the Smith Act, which makes it a crime to advocate the violent overthrow of the government. Since 1948 this act has sentenced 81 leading Communists to jail and 30 more are awaiting trial. Its constitutionality has been upheld, and in doing so the Supreme Court even changed the old Holmes doctrine of "clear and present danger." The active advocacy of the full-scale Communist program, since it leads to "probable" violence, is now illegal at any time. But party membership is not in itself conclusive evidence of such advocacy, for Communists are tried as individuals, and no two individual Communists are any more identical than other members of the human race. One intensive study of ex-Communists (*The Appeals of Communism* by Gabriel Almond) finds that most members joined as dupes, were never conscious conspirators and were likely to quit when they learned the party's true aims.

The protracted litigation which has at-

tended the Smith Act, and which has so far postponed the registration of the party as required by the Internal Security Act of 1950, will be increased, not diminished, by the Humphrey Act. Senators most experienced with this type of legislation, notably McCarran and Jenner, were accordingly contemptuous of the Humphrey bill. Said Jenner, "It's a waste of time." But to vote for it was of course a political necessity.

The virtue to be made of this necessity, if any, lies in its killing all ambiguity about what Americans think of the C.P. That is why apostles of simplicity and directness, like Senator Margaret Chase Smith and the American Legion, have been advocating "outlawry" for years. The previous approach, crabwise, piecemeal and legalistic, left certain doubts about the official attitude toward Communism which could be exploited by Senator McCarthy. It also created a Byzantine atmosphere in which the C.P. seemed more of a menace than it is, and in which J. Edgar Hoover could levitate from a good tough cop to a political untouchable. The Humphrey Act, by stating so flatly our public hostility toward Communists, may clear this atmosphere a little and enable us to see the domestic threat in better perspective alongside the real threat, which lies abroad. But let no one suppose it represents a radical change in the laws of our land.

Those laws still give American Communists rights which they would not give us if they were in power. Is that bad? Anyone who thinks so might consider the related problem of the ex-Communists, who outnumber the present party membership by 20 or 30 to 1.

Until one of the Attorney General's new laws was passed, the ex- (or would-be ex-) Communist called to testify was in a four-way box. If he told all, he might be liable to prosecution for his own past offenses. If he lied, he was liable for perjury. If he pled the Fifth Amendment he convicted himself with public opinion. If he told what he wanted to tell, he might be in contempt of court or Congress. To give him a sanctuary from these hopeless choices, Congress passed an immunity act. Far more useful than the Humphrey gesture, this act makes it possible (also obligatory) for a would-be defector to tell the truth without risking jail. It makes it easier for him to square his plight with his conscience.

And the conscience of the individual Communist is the party's most vulnerable point. If the immunity law helps stir this conscience, more power to it. But more power also to the courts and Constitution, which prevent impassioned legislators from reading Communists out of the human race. We shall make far more progress in the struggle by winning them back than by throwing them in jail.



QUEMOY ALERT

On Quemoy Island, Chinese Nationalist troops crouched in foxholes overlooking the shore, rifles and machine guns in hand, alerted by the shells the Chinese Reds had been throwing at

them for days. The shovel tossed hastily aside is almost a symbol of their soldiering—endless work and vigilance (*see following pages*) against the time when Red assault may come in earnest.

ISLAND UNDER RED SIEGE

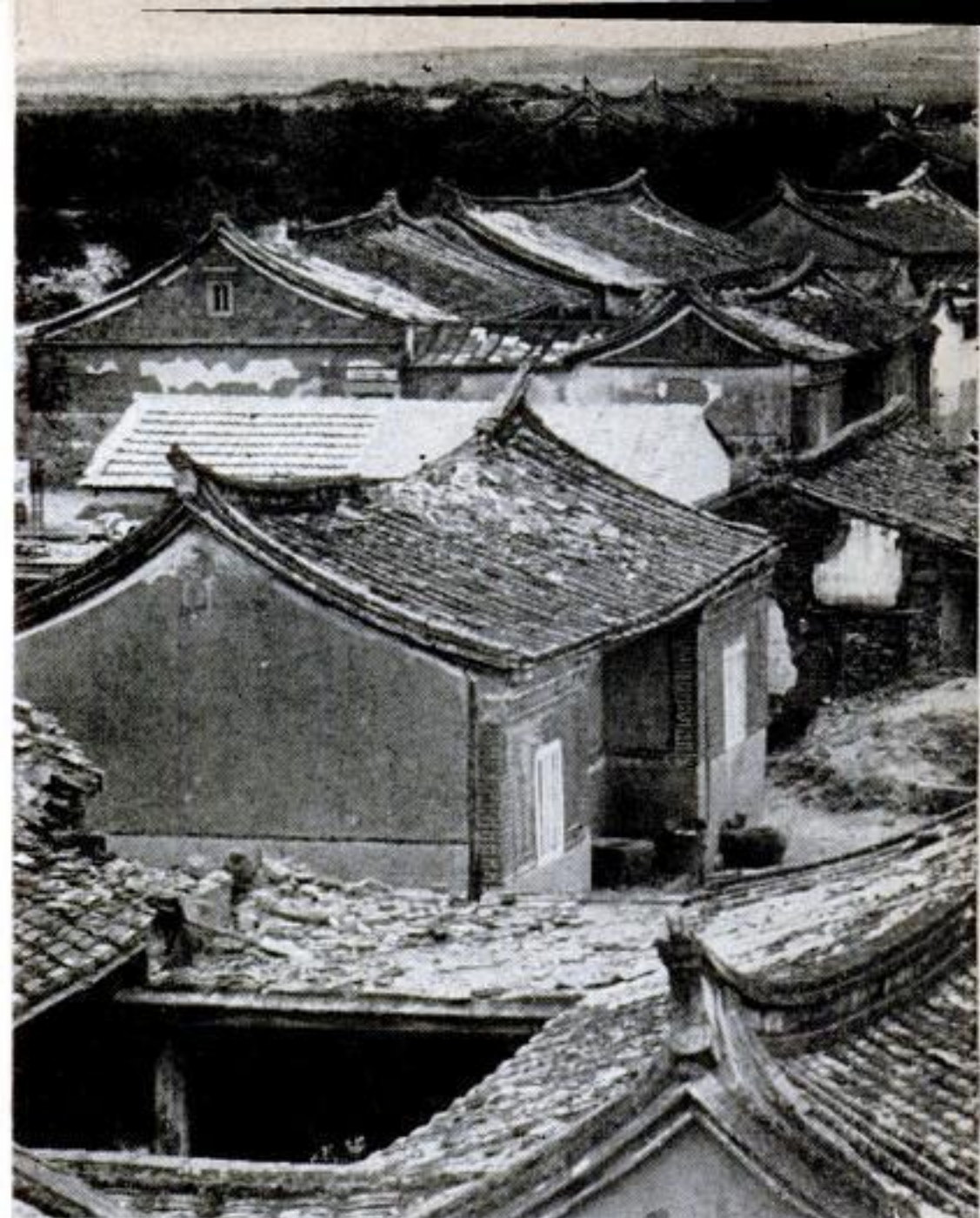
Shelling smashes a harbor but fails to smoke out U.S. intentions

Quemoy is a dumbbell-shaped island 10 miles long stuck right in the mouth of Amoy Bay 135 miles west of Taiwan. From its hillside fox-holes three Chinese divisions (42,000 men) can clearly see the Chinese mainland where four Communist armies (250,000) are encamped. Ever since a Red attempt to take the island failed miserably in 1949, the Communists have been silent about Quemoy. But now, suddenly, their guns are speaking once again.

First, Red frogmen, called "water ghosts" in Chinese, raided the island and captured a sentry. Then Communist field guns opened up from the mainland, smashed Quemoy's main port and killed two U.S. officers train-

ing Chiang's forces. From Taiwan, Nationalist planes, including new jets, swarmed up to paste the Red position about Amoy. From Manila, U.S. Seventh Fleet ships steamed to sea. On Quemoy, LIFE's Howard Sochurek took these pictures of the island under fire.

Quemoy Island could be taken by the Communist troops—but only at a tremendous cost. It might be held by the Nationalist forces especially if they had the help of the Seventh Fleet and U.S. air support. But as of last week nobody knew if the Communist commanders really intended to invade Quemoy—nor had the U.S. fallen for the obvious Red invitation to tell them what we would do if they did.



SHELL-POCKED HOUSES in Pei Shan Tsun were one of the secondary targets of the Red guns



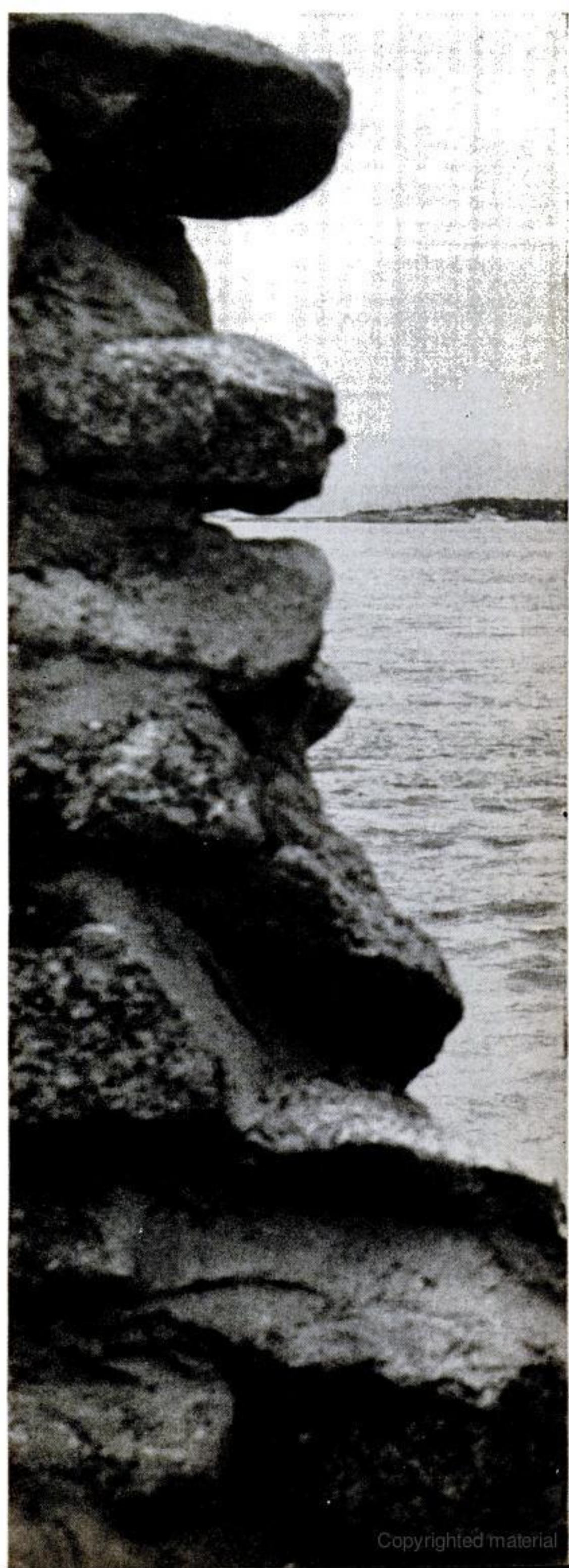
RED SPY JUNKS, captured by the Nationalists, are beached at Golden Sands Bay on island's north

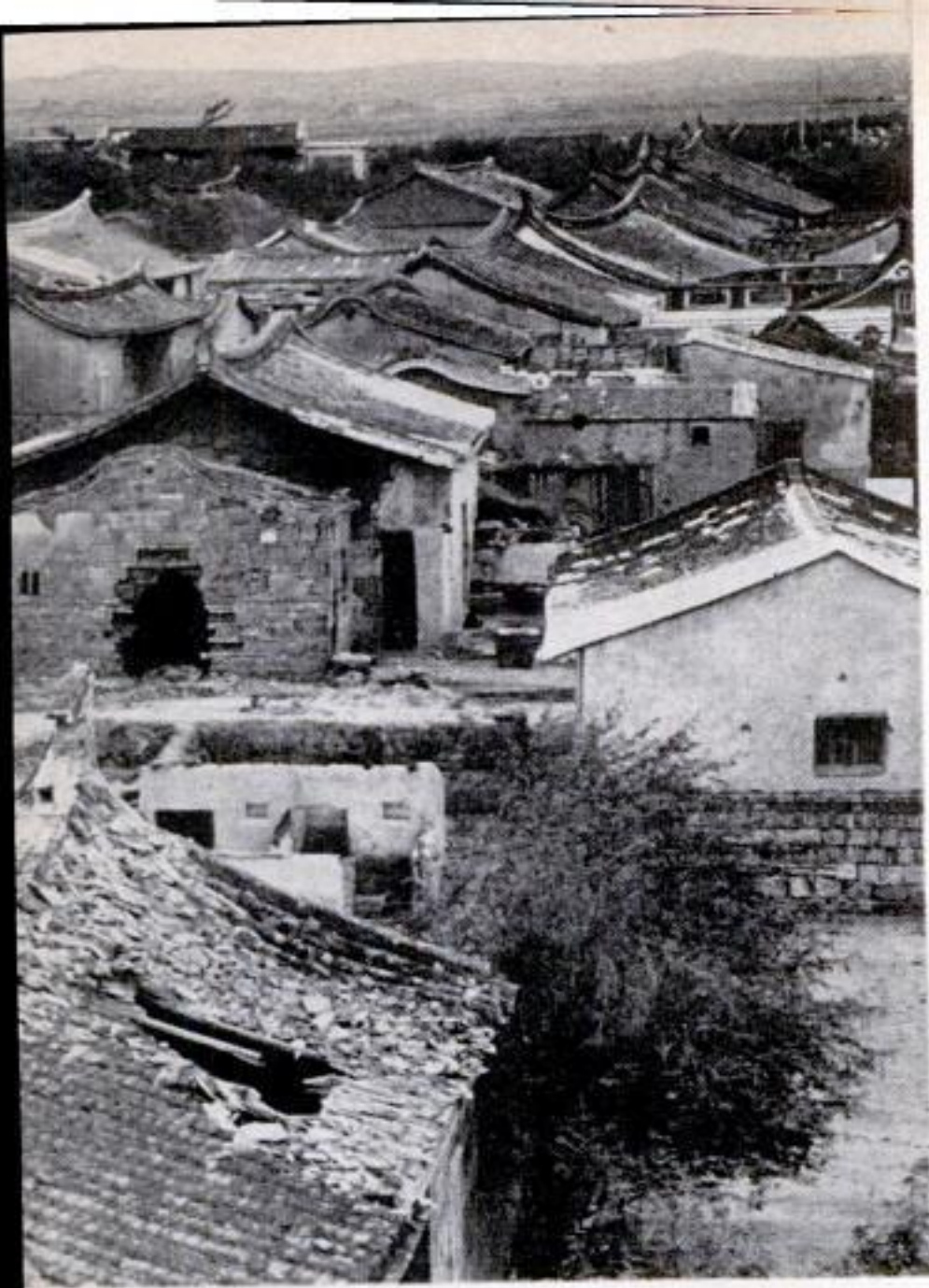
shore. Boats are regularly used by Communist frogmen to snoop along the shore seeking information.



VOW TO DIE for the Gimo is taken by Quemoy soldiers. Oath is traditional with frontline fighters.

A MILE AWAY from Quemoy sentries are rocky Red-held posts and beyond are China's mountains. →





which hurled some 200 shells into village, damaging 50 buildings. Villagers took bombardment calmly.



SHELL-BATTERED PORT of Shuei Tou, best harbor on the island, was the main target of Red

artillery. The gunboat (*left*) and landing craft dock were destroyed. Two other warships were damaged.

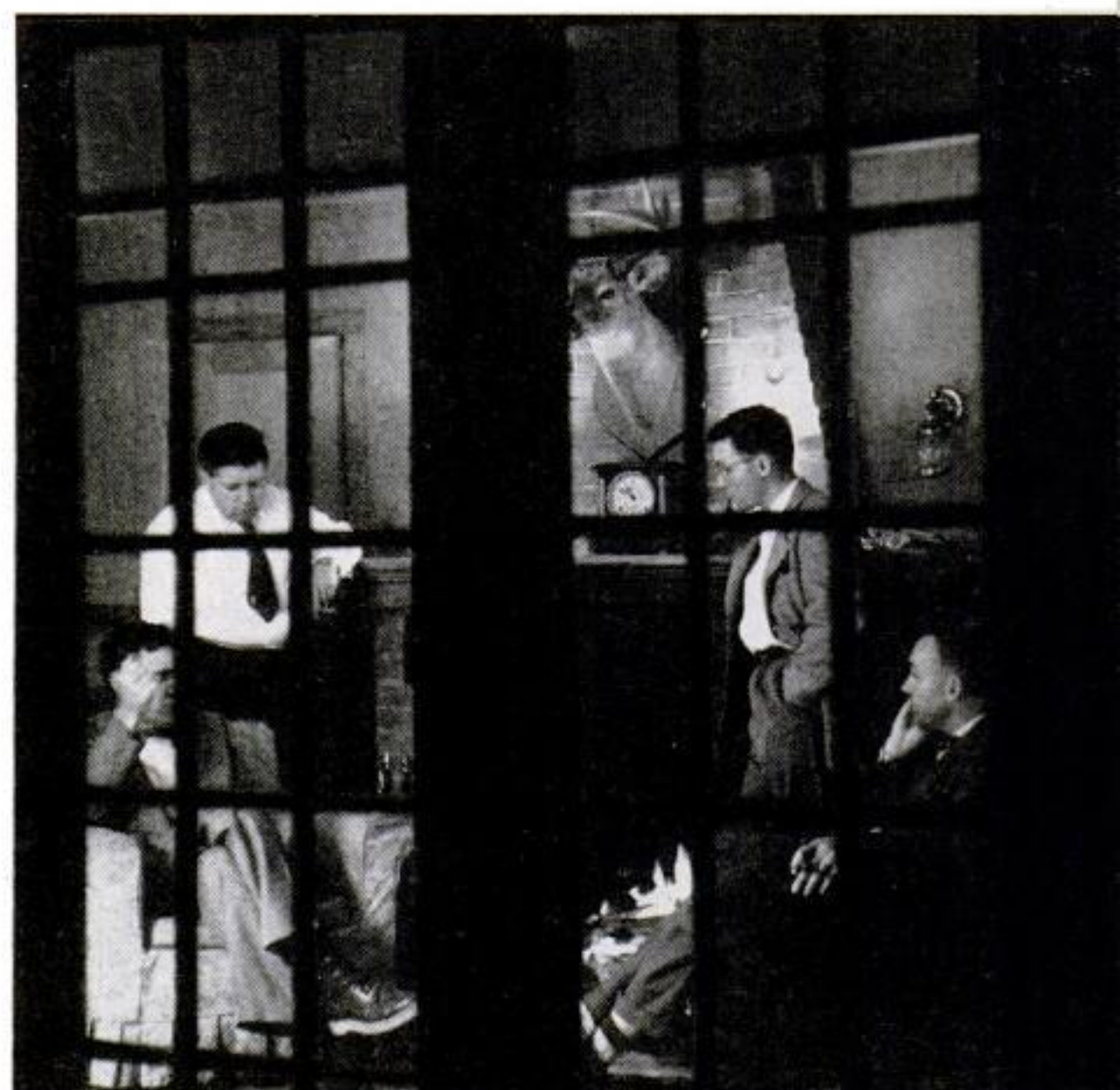




FAMILY MAN Muskie is shown with Ellen, 3½, wife Jane, Stephen, 5½.



INFORMAL CAMPAIGN took him 20,000 miles around state. Above, he talks to lobstermen in Kennebunkport.



YOUNG AIDES of Muskie (left) were manager Richard McMahon, 32, publicist Don Nicoll, 27, chairman Frank Coffin, 35.

MAINE MUSKIE GETS BUILD-UP

Democrats hail surprise winner

With sudden exultation Democrats were reviving a shopworn political adage, "As Maine goes, so goes the nation," which they themselves have done their best to discredit. In Maine last week a tall (6 foot 4) young (40) Democratic lawyer named Edmund S. Muskie surprised the whole country, including himself and all other Democrats, by winning the governorship from the Republican Burton M. Cross. Not since 1934 had staunchly conservative Maine elected a Democratic governor. The

Democrats put only \$16,000 in the campaign.

Muskie immediately found himself in the national limelight, in demand for TV and a prize exhibit at a big rally given by the party's top brass (*opposite, below*). But even Muskie discounted the national importance of his election. Governor Cross had not recovered from the effects of a liquor scandal of 1952, had made some unpopular appointments and had antagonized Maine's potato growers by speaking against high price supports. The election,

IN NEW YORK FOUR DAYS AFTER ELECTION, THE MUSKIES APPEAR WITH DAVE GARROWAY ON "TODAY" SHOW IN ROCKEFELLER CENTER AS PASSERS-BY STOP





SUDDEN PROMINENCE after election brought TV crew to Muskie home to be greeted by Ellen and Stephen Muskie (*foreground*) and cousin Jeff Gray.



V.I.P. TREATMENT greets the Muskies in New York where they meet Tammany Chief-tain Carmine DeSapio (*left*) and gubernatorial candidate Averell Harriman at City Hall.

however, had the national G.O.P. worried. Vice President Nixon, who had made the mistake of telling Maine residents before the election that their voting had special significance, departed on a busy political tour through the Midwest to warn his party even more gravely of the need for tough campaigning. The Democrats, trying to make the most of their unexpected victory, began stepping up their plans in the expectation that Muskie's victory would ease their problem of raising campaign money.

ON THE STREET TO WATCH THROUGH WINDOW



MEETING THE MAYOR, Muskie engages in a short talk with New York's Wagner at City Hall.



MEETING ADLAI in Indianapolis, he hears Stevenson say, "I don't see any blood on your head."



JOINING THE BRASS, Muskie shares jubilation of Governor "Soapy" Williams of Michigan (*left*),

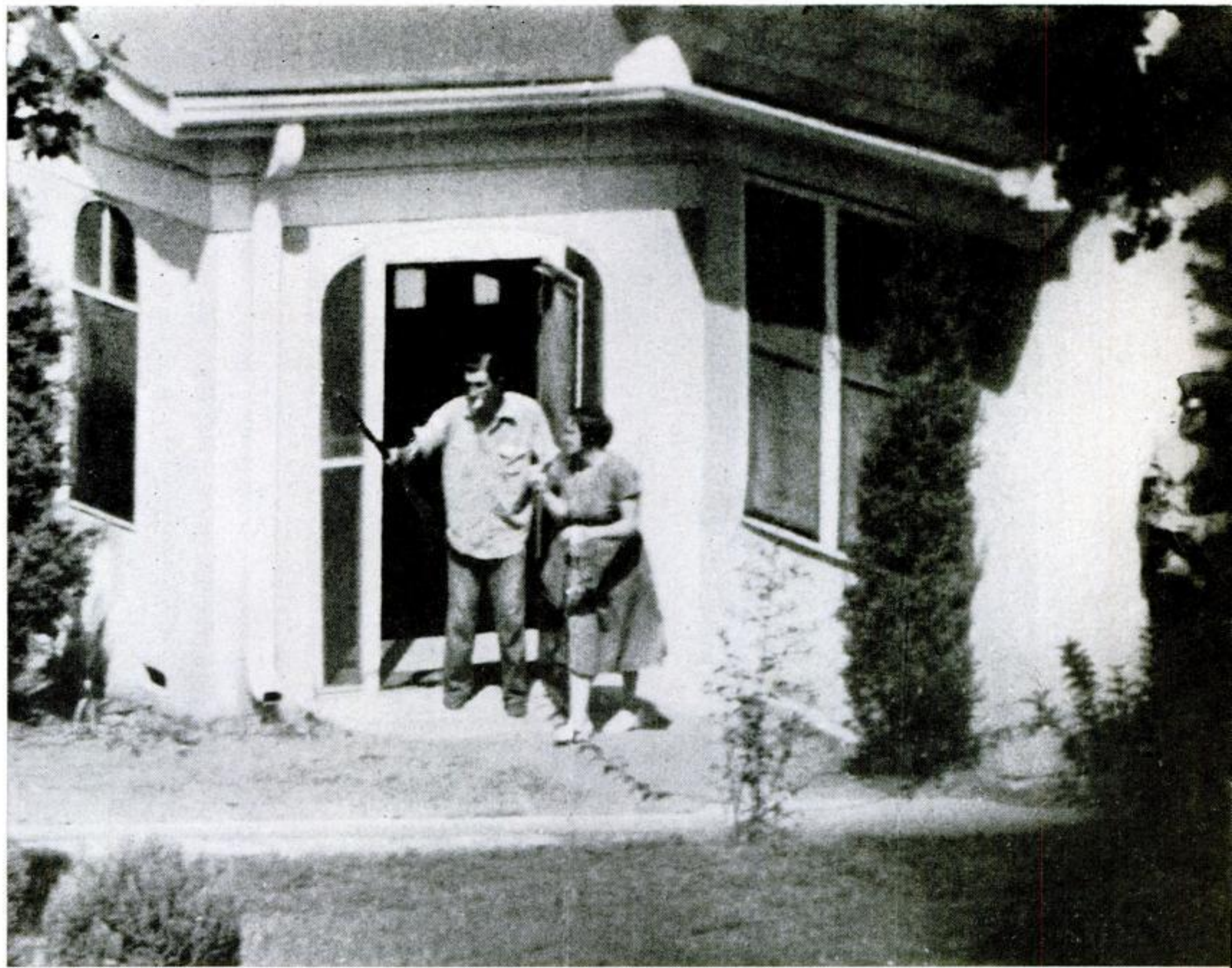
Michael DiSalle, Party Chairman Stephen Mitchell at Indianapolis meeting of the National Committee.



DEATH IN TELEPHOTO

Tragedy is played out at Little Rock front door

One noontime last week in Little Rock a carpenter named James Long escaped from the Arkansas State Hospital for mental diseases and went searching for a car. He found none but picked up a .22 rifle. When police located him, he was in the home of A. D. Lynn, and Mrs. Lynn was his captive. "I'm not going back to that lie house," Long shouted. "Let Mrs. Lynn come out," yelled an officer. Long agreed but said he was coming too.



There were 11 policemen around the house. There were also two photographers, Louis Oberste and Chris Button of Station KARK-TV with their telephoto cameras. Then, with frightening intimacy—as if the cameramen and, through them, millions of people were right up at the Lynns' front steps—the last violent moments of a man's life were played out.

The front door slowly opened (*top, left*) and Mrs. Lynn stepped out

with Long close behind (*top, center*), gripping his rifle (*top, right*). Eight feet away Patrolman Gene Smith, who joined the search though off duty and clad in shorts, rose. As Mrs. Lynn swung to face Long (*bottom, left*), Smith aimed and fired (*bottom, center*). Long clutched his shoulder and began falling (*right*). Five shots ended his tormented life, but before he died he mumbled, "Thank you, fellows . . . it's just what I wanted."



RUSSIAN PELTS, spread beneath a fur coat, are inspected by Turkish women in U.S.S.R. pavilion.

POLISH DOLLS (below) were the only light note amid endless machinery displays in Polish pavilion.



IN THE U.S.S.R. PAVILION A CROWD OF TURKS



RUSSIAN CAMERAMAN gives instruction to crowd. His movie equipment was made in France.

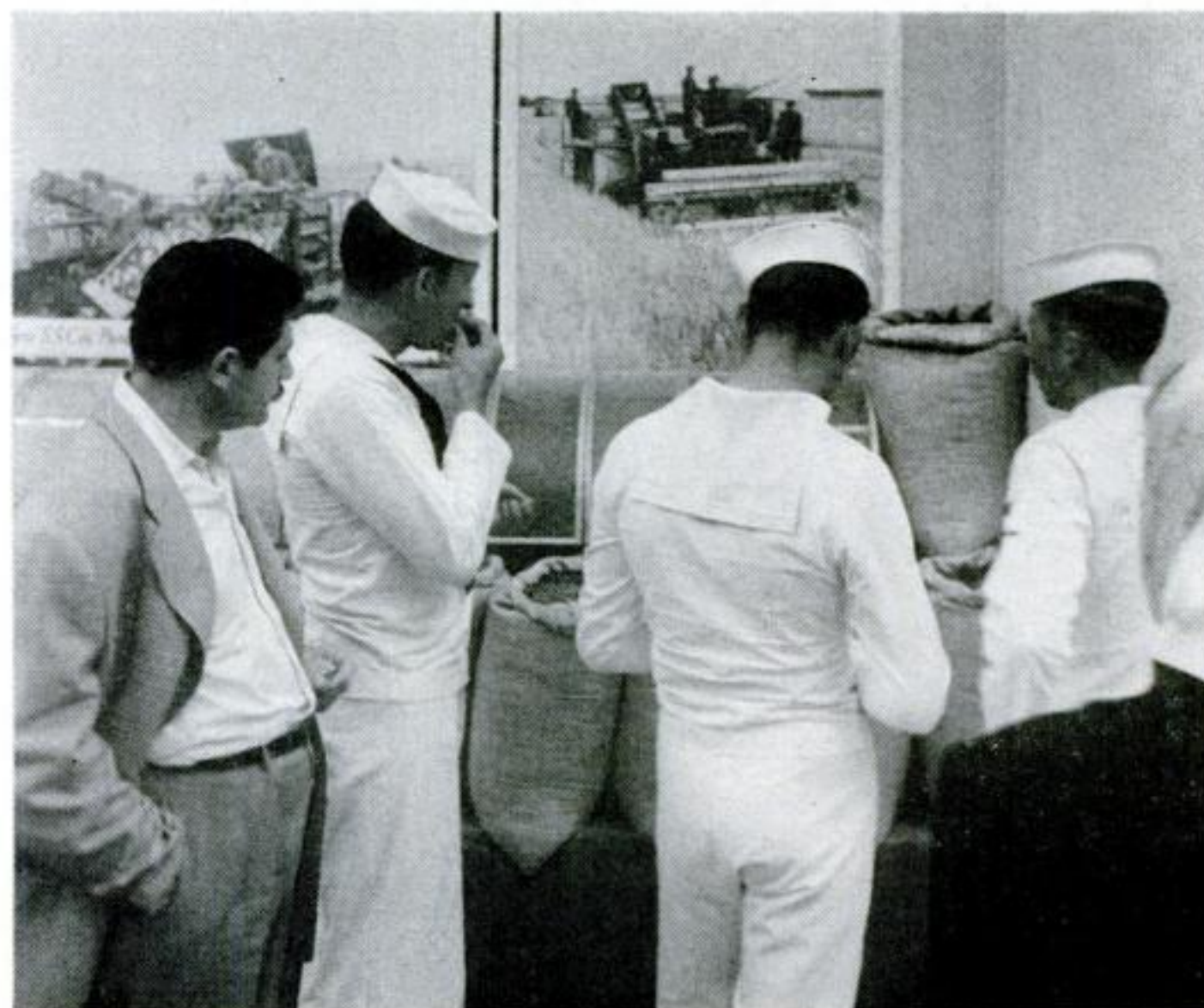


IS POSED AROUND EXHIBIT OF RUSSIAN BICYCLES UNDER THE STEADY GLARE OF A BIG SPOTLIGHT AS RUSSIAN CAMERAMAN MAKES MOVIES OF THE SCENE

FAIR FACE FOR SOVIET

Well-stocked Russians star at a Turkish bazaar

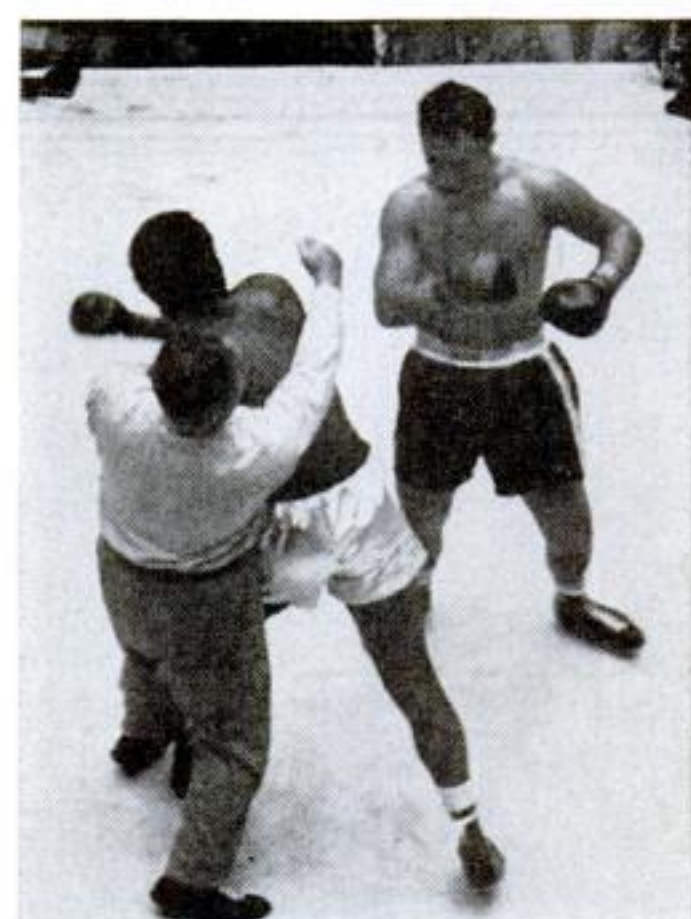
The Russians, striving to present a fetching face to the outside world, were showing off their newest tricks at an international trade fair in Izmir, Turkey. In a huge prefabricated pavilion they displayed a mass of goods and machinery which gave a glowing picture of domestic prosperity. Instead of posters of Soviet leaders frowning from the walls there were bucolic murals of agricultural pursuits. Instead of stoney-faced Soviet officials there were friendly attendants. Visitors glanced through other nations' pavilions where officials shouted "*Doknma!*" ("Don't touch!") whenever anyone got too close to exhibits. But they happily piled into the Russian pavilion where they could handle and even taste everything while Russian cameramen eagerly ground out footage for future propaganda (above). Some of Russia's satellites also set up exhibits but the U.S., with little budgetary provision for fairs, had none (see *Editorial*). Its only counter to this exhibit of "peace-loving" manufacturers was a badly timed visit of the U.S. Sixth Fleet. None of the displayed Russian goods were for sale. But the Russians had certainly succeeded in selling a better impression of the U.S.S.R. to the traditionally anti-Russian Turks.



U.S. VISITORS, sailors from Sixth Fleet submarines docked at Izmir, sample Soviet grain displayed in open sacks under pictures of mechanized harvesting.



HIS NOSE SPLIT OPEN, ROCKY MARCIANO CHARGES, TRYING TO FINISH OFF EZZARD CHARLES IN SEVENTH ROUND



HIT AFTER BELL, Charles tries to hit back and is grabbed by the referee. Scene is caught by three synchronized cameras from above the ring. Rocky, getting a reputation for fouling unnecessarily, hit after bell in three rounds.



GRINNING, UNMARKED a few seconds after being counted out, Charles walks to Rocky's corner.

TWICE IS ONCE TOO OFTEN

Ezzard Charles goes way of foes who fight Rocky a second time

Heavyweight Champion Rocky Marciano feels that if he keeps throwing punches some will land—even after the bell (*above, right*)—and hurt. It has a peculiar effect upon foes who have slugged it out with him and come back to try again. The second time Jersey Joe Walcott tried he seemed too willing to be knocked out. Last week Ezzard Charles fought Rocky for the second time and tried hard. But as he was

counted out in the eighth, an expression of immense relief crossed his face.

He got up and flashed a big smile (*left*) as he walked across the ring to congratulate his conqueror. But Charles had gotten in a few telling licks. He gouged cuts on Marciano's nose and over his eye, making it evident that Rocky is not only one of the ring's busiest punchers but also one of the easiest to cut.



America's best-tasting tomatoes, plump with sunshine—simmered and seasoned to delicious perfection in America's best-loved soup.

Simply wonderful—wonderfully simple... any time—

Campbell's Tomato Soup



"The work's
ours—
The fun's
yours!"



TWO OF AUTUMN'S GREATEST EVENTS...

Libby's Harvest

AT FOOD STORES—OCTOBER 1 TO 31. It's nature's way to greet fall with a display of brilliant color. It's Libby's way to greet fall with displays announcing their great annual Harvest of Values in food stores everywhere. Now's the time to put in a supply of good-eating, quick-fixing, money-saving canned foods—the quality kind with the Libby label. Fruits, vegetables, juices, meats, relishes! Select from a full line of Libby's. Select plenty—now!

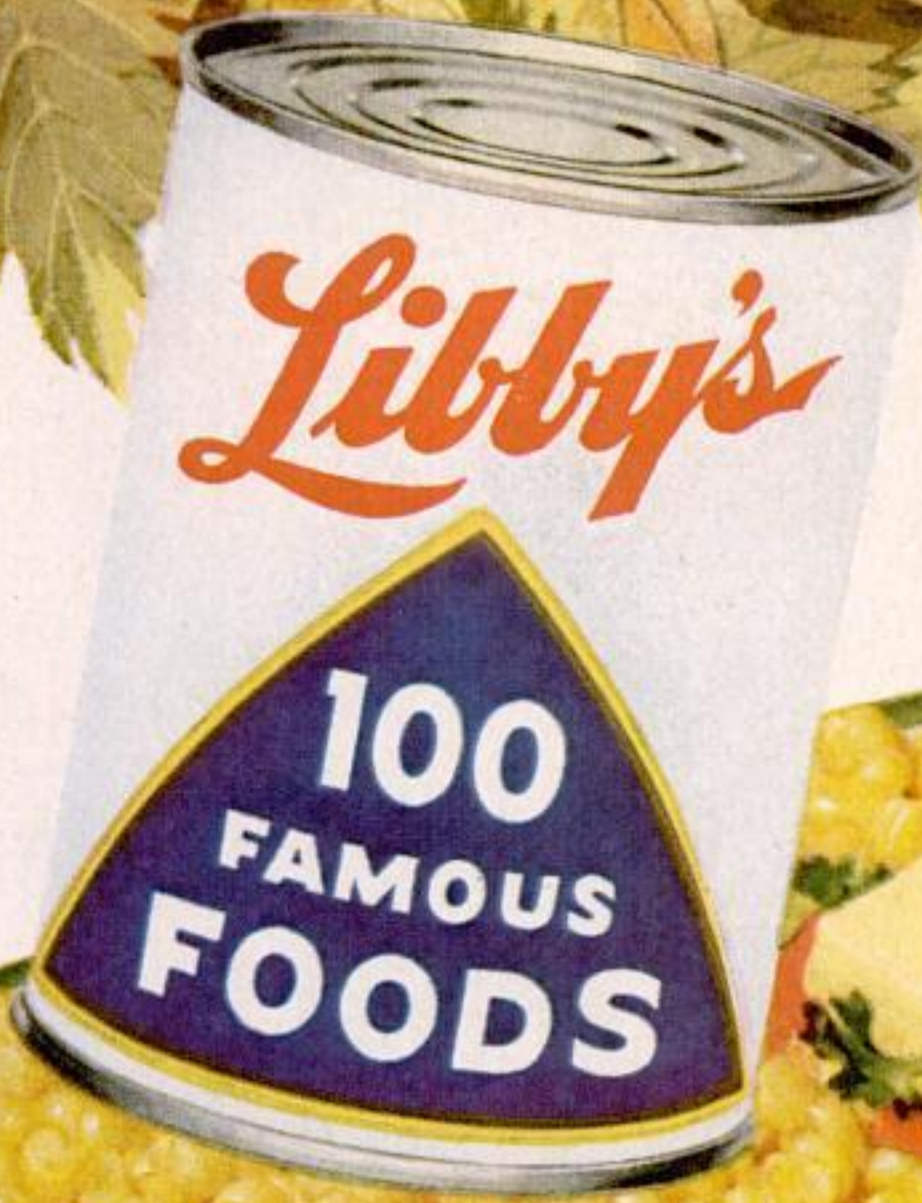
Libby, McNeill & Libby, Chicago 9, Illinois

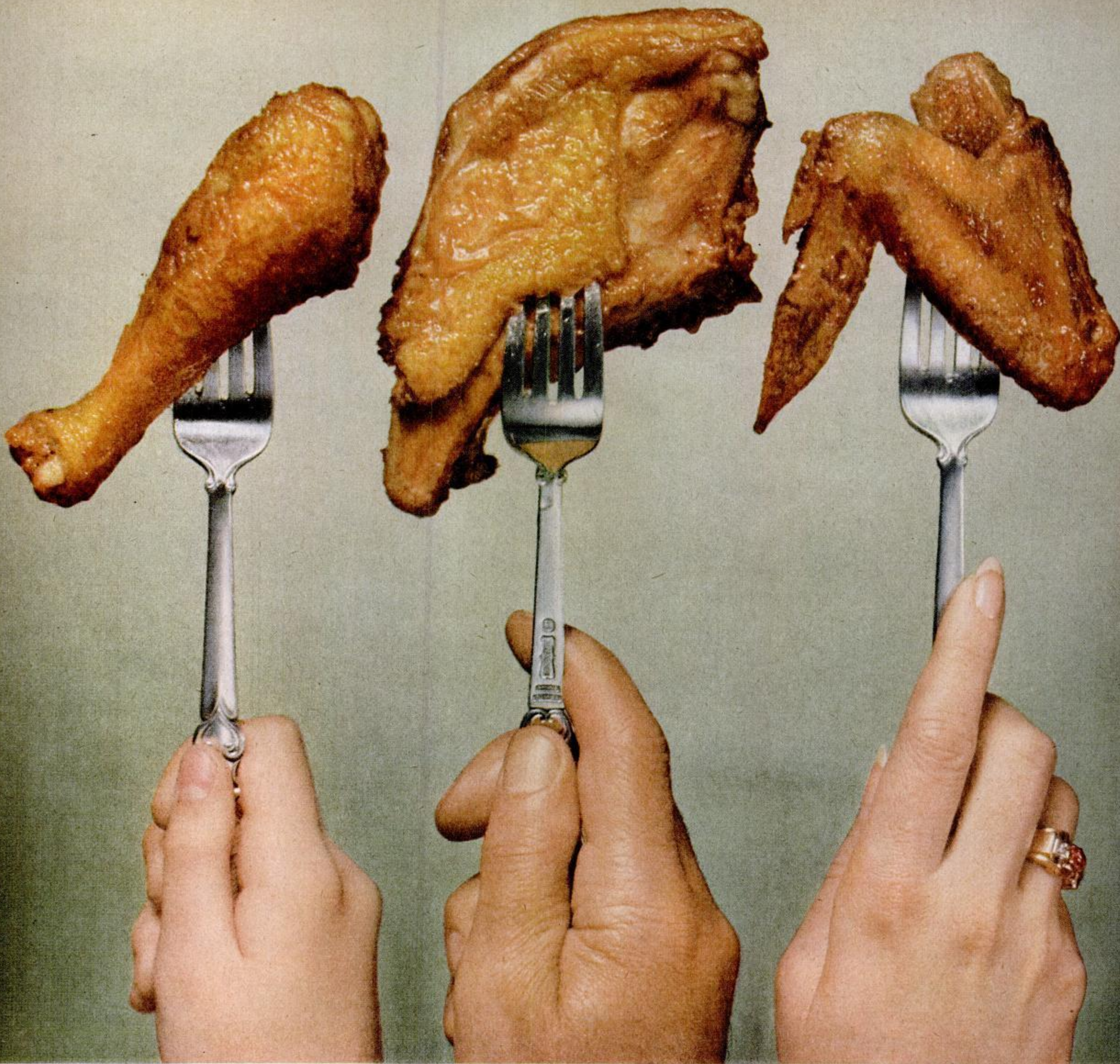




NATURE'S COLORAMA AND

of Values





the drumstick...

the breast...

the part you like best

There's something **"SPECIAL"** about Birds Eye Chicken Parts!



No work, no waste.
Cleaned **CLEAN!**
Specially tender, juicy.
*Always country-fresh
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The *country-fresh*
goodness of Birds Eye
Chicken Parts is fro-
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Packaged separately,
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part you like best *by
the boxful.*

Product of General Foods

*Better buy Birds Eye and get that something **"SPECIAL"***



AN OMINOUS WHITE CLOUD RISES FROM A WELL-TO-DO RESIDENTIAL SECTION BELOW THE PEAK OF CORCOVADO

SORROW AT THE 'HAPPY SIGHT'

Standing on the high hill of Corcovado, with its famous statue of Christ in concrete, LIFE Photographer Leonard McCombe was getting a good look at the city of Rio de Janeiro. Suddenly a thunderous rumble rolled up from below, followed by a swirling cloud of dust. McCombe photographed the scene (above), then rushed down into the city. There he found an apartment house, named the Vista Alegre

(The Happy Sight), had suddenly collapsed. McCombe learned that residents had detected ominous sounds in a supporting pillar that morning. Building inspectors condemned the structure and ordered the tenants out. But as they were removing their belongings the building crumbled and carried the tenants with it. Toll at week's end: seven dead, 30 seriously injured, a dozen missing and presumed dead.

THE RUBBLE OF THE BUILDING WHICH BURIED ITS TENANTS SPEWS DOWN THE STEEP HILLSIDE ON WHICH IT STOOD



Looking for
Something?

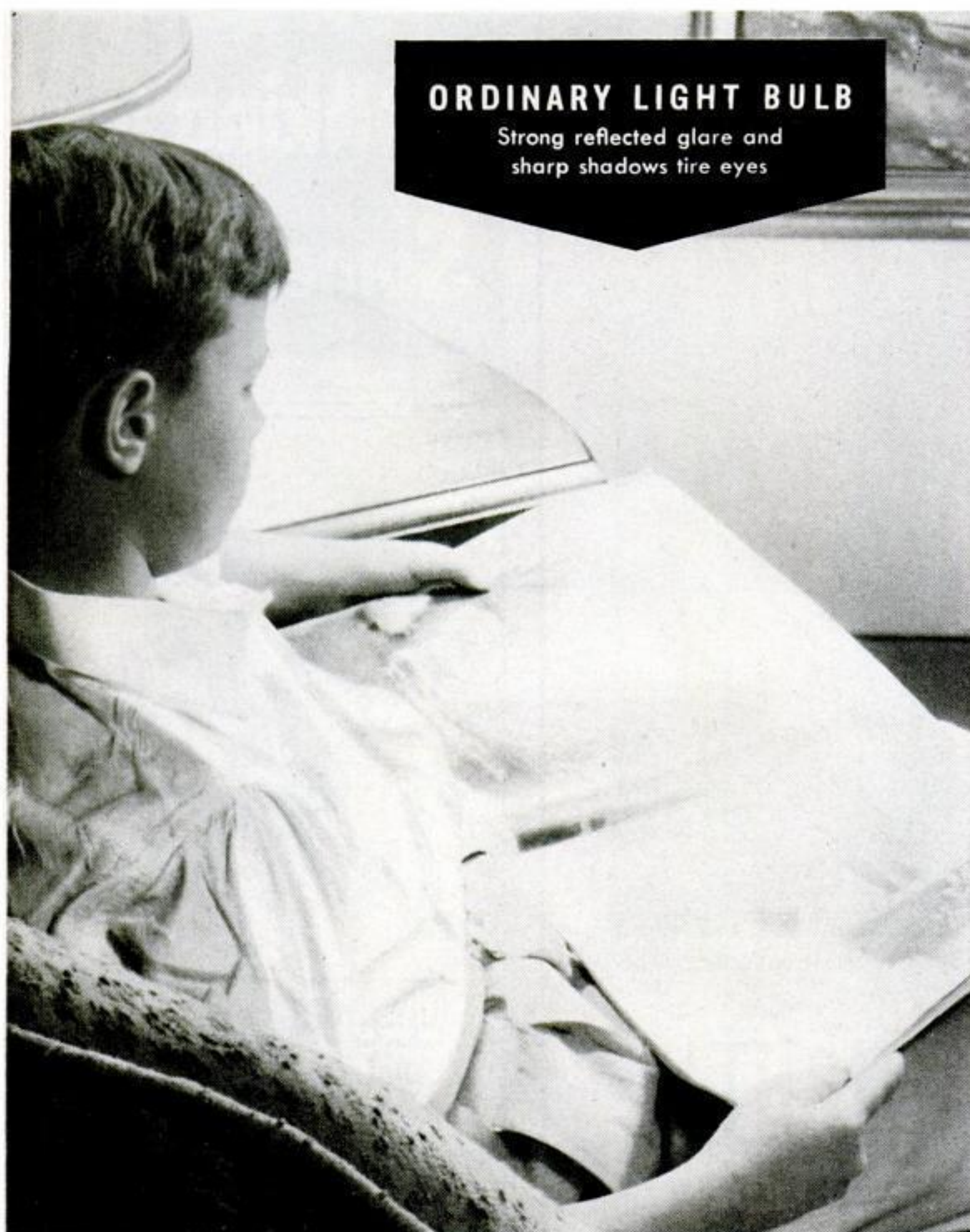


LUMBER



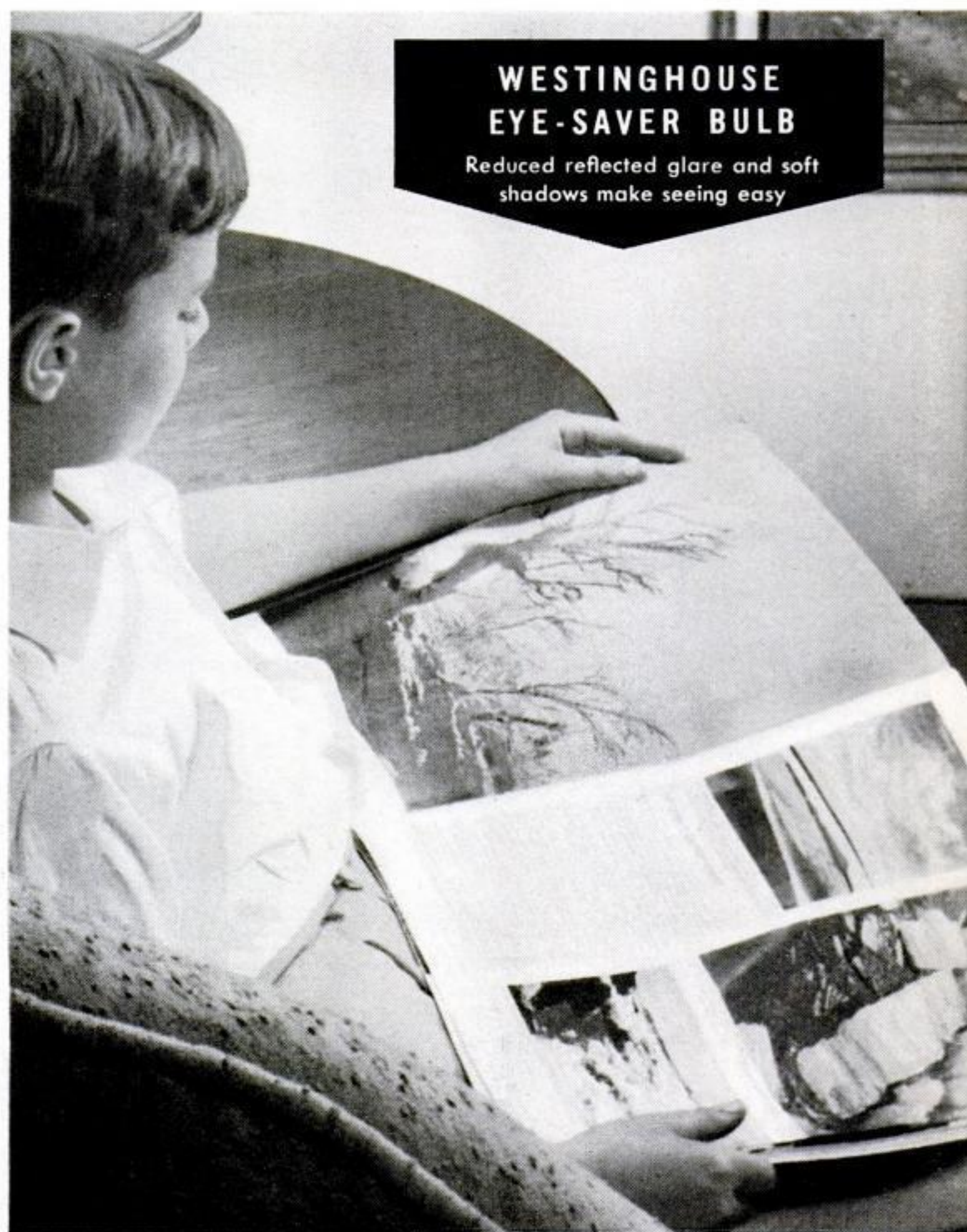
FROM LAUNDRIES
TO LUMBER
WHATEVER YOU NEED

LOOK IN THE
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OF YOUR TELEPHONE DIRECTORY



ORDINARY LIGHT BULB

Strong reflected glare and sharp shadows tire eyes



WESTINGHOUSE EYE-SAVER BULB

Reduced reflected glare and soft shadows make seeing easy

New Westinghouse "Eye-Saver" Bulb reduces reflected glare that causes eyestrain, headaches, fatigue

Now you can get a bulb that filters out glare from the light you and your family read by. This new Westinghouse light bulb reduces glare from shiny book pages when your children read. It makes close work like sewing easier, too.

Because of the way these special bulbs cut glare, Westinghouse engineers nicknamed them "Eye-Savers." The inside of the Eye-Saver bulb is powdered with millions of special, glare-filtering particles. Harsh concentrated light is gone. Only light that's easy on the eyes remains. Eye-Savers give you the same amount of *helpful* light you now get from ordinary bulbs.

Put Eye-Savers in your living room to make reading and seeing easier for your children . . . in your kitchen and bath to reduce glare from highly polished surfaces . . . in your bedroom and nursery to soften

shadows and make rooms more pleasant.

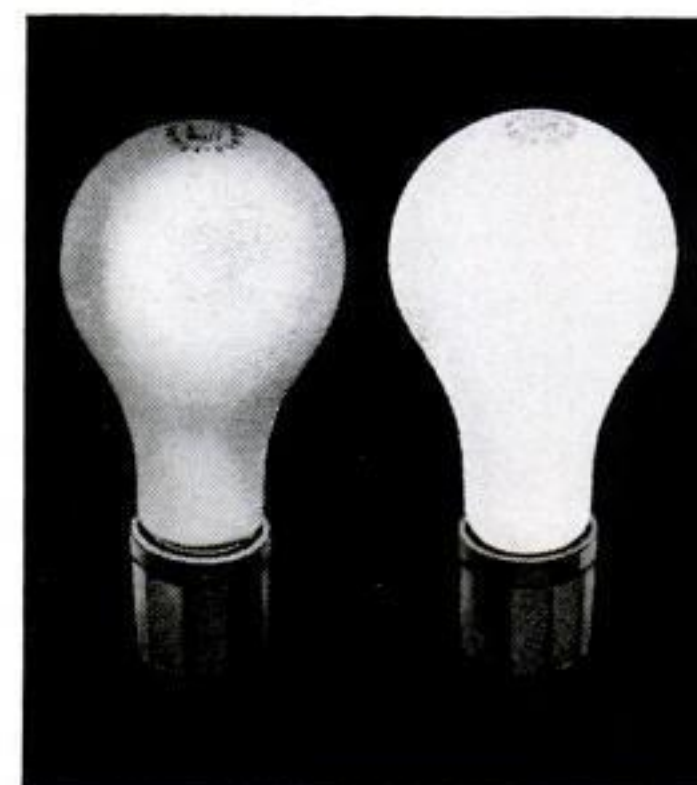
Eye-Savers make many home seeing tasks more comfortable and less fatiguing. They're wonderful in the home workshop to cut down tiring reflected glare from bright tools. Get these new light bulbs for easier, more comfortable seeing in every room of your home.

Make sure you get Eye-Saver bulbs. They're made *only* by Westinghouse. Put them on your shopping list today.

60-watt bulb.	22¢
100-watt bulb.	24¢
150-watt bulb.	30¢
50-100-150 3-lite bulb.	50¢

(All prices include Federal Tax)

Eye-Savers are also available in other popular sizes. Ask your Westinghouse Lamp Dealer about them today.



SEE THIS DIFFERENCE. The ordinary bulb on the left gives light from one blinding "spot". Westinghouse Eye-Saver bulb (right) spreads light evenly over the whole bulb. Glare-reducing Eye-Saver light is kind to your family's eyes.

See your Westinghouse light bulb dealer about the special cutlery offer. Steak knives, matching forks, or 2-piece hostess set bargain-priced to you with front panel from any Westinghouse 3-bulb carton.

YOU CAN BE SURE...IF IT'S

Westinghouse

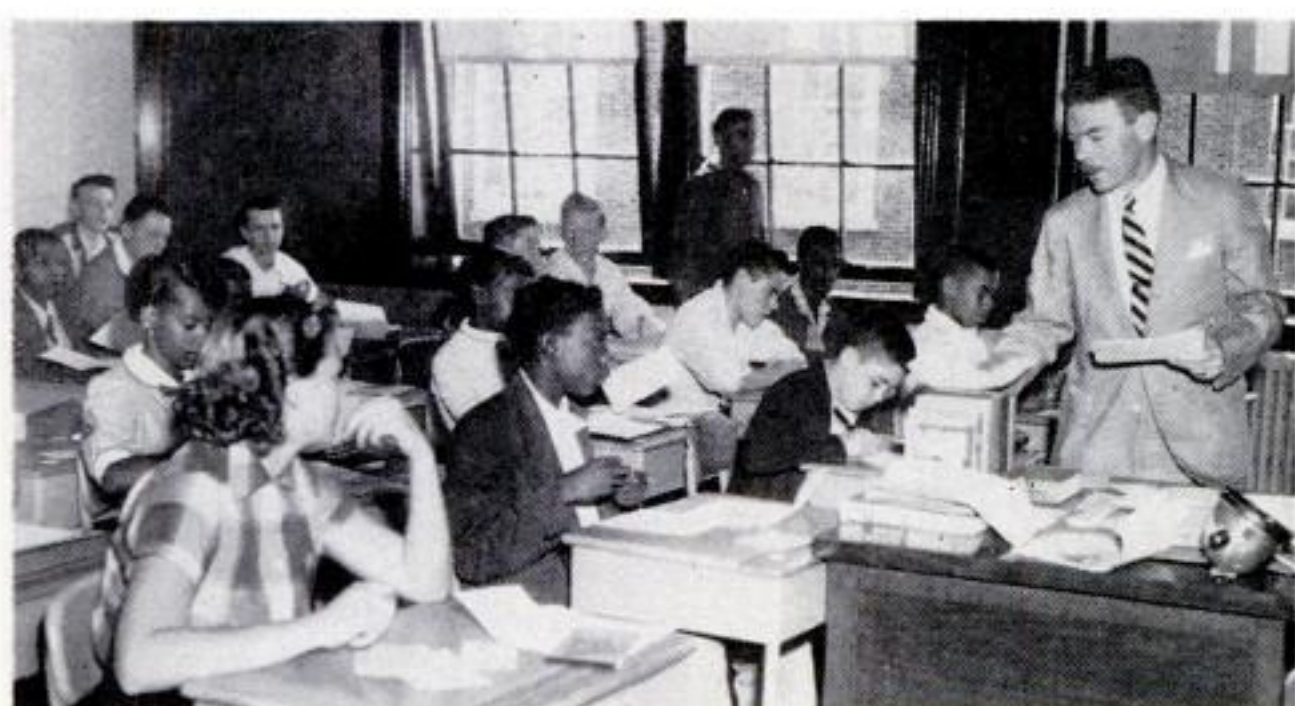


TUNE IN TV'S TOP DRAMATIC SHOWS . . . STUDIO ONE AND BEST OF BROADWAY

LIFE ON THE NEWSFRONTS OF THE WORLD

Desegregation gets underway, a stenographer wins weight in gold, 250,000 flee Red Vietnam

The first major direct result of last May's Supreme Court ruling that segregated public schools are unconstitutional came with the opening of the new school year in Washington, D.C. For the first time schools in the nation's capital—which President Eisenhower had asked to lead the way in desegregation—held mixed classes. Under a plan which will leave the city schools without any racial restrictions at all by the end of this year, new pupils were enrolled without regard to race; 3,000 Negro pupils were transferred from crowded Negro schools



WASHINGTON, D.C. TEACHER CONDUCTS AN UNSEGREGATED CLASS

to schools formerly all white; and pupils who had recently changed residence were allowed to enter the nearest school without regard to race. The integration went off totally without incident.

Elsewhere in the nation desegregation took a slower course. Though school color lines were beginning to fade in the border states, the deep South generally was studying measures to circumvent whatever enforcement procedures the Supreme Court decrees after it hears argument this fall on how desegregation should be put into effect. But in only one place where desegregation was actually tried did it run into serious trouble: in West Virginia, at the Greenbrier County schools and the White Sulphur Springs high school five days of integration ended after protests inspired, apparently, not by the children but by their parents.

President Soekarno, 53, of Indonesia took himself an extra wife, a beautiful 32-year-old divorcee with five children. In Indonesia this is neither criminal nor immoral since the Moslem religion, practiced by the president and most Indonesians, allows a man four wives if he can support them. But angered Indonesian women's organizations tried to upset the marriage on grounds Soekarno did not fulfill another Moslem requirement for taking another wife: permission of his present wife. She was so irate she has threatened to get a divorce.

A scandal engrosses Italy

In Italy the scandal of an obscure Roman girl's unsolved death flared up again. Wilma Montesi's body, found on a beach near Rome, produced a major scandal (LIFE, March 22) involving dope, graft and big names. Police seized passports of a former Rome police chief, a grandson of ex-King Victor Emmanuel, and Piero Piccioni, son of the foreign minister. With the Communists having a propaganda field day, Foreign Minister Attilio Piccioni submitted his resignation. Last week Premier Mario Scelba accepted it.



PIERO PICCIONI

CONTINUED ON NEXT PAGE

Sanforlan Wools Wash!



Wools labeled "Sanforlan"
won't shrink out of fit...stay soft as new



Look for wool dresses you can wash—because they're labeled "Sanforlan"—or make them yourself from "Sanforlan" trade-marked yard goods.



Look for jackets, slacks, shirts, skirts, bathrobes you can keep soap-and-water fresh, soft as new—because they're labeled "Sanforlan."



Look for children's woollens that wash easily—baby things that never shrink, get hard or matted—because they're labeled "Sanforlan."



Look for sport shirts that wash like a breeze—for socks and sweaters that need no stretchers—because they're labeled "Sanforlan."

BROUGHT TO YOU BY THE "SANFORIZED" PEOPLE

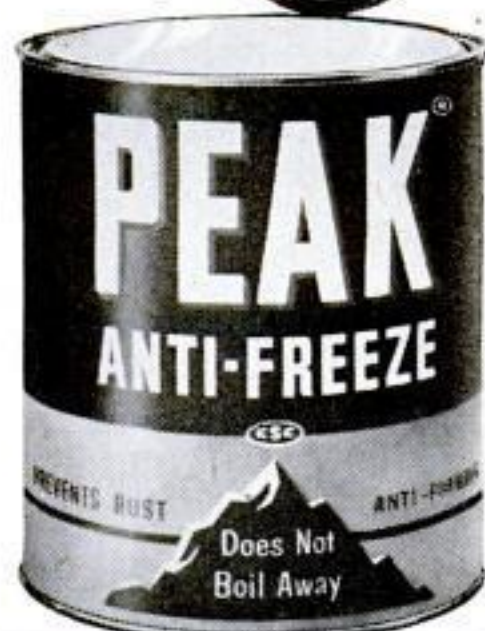
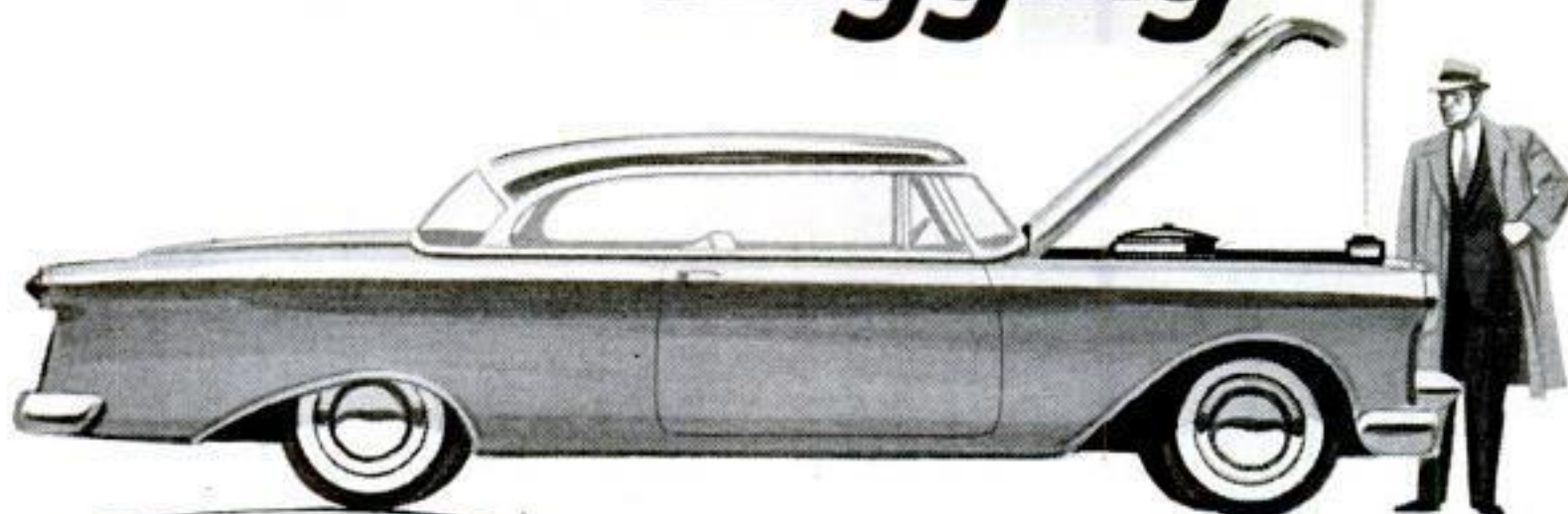
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MORE THAN JUST ANTI-FREEZE

*Anti-rust • Anti-foam
Anti-clogging*

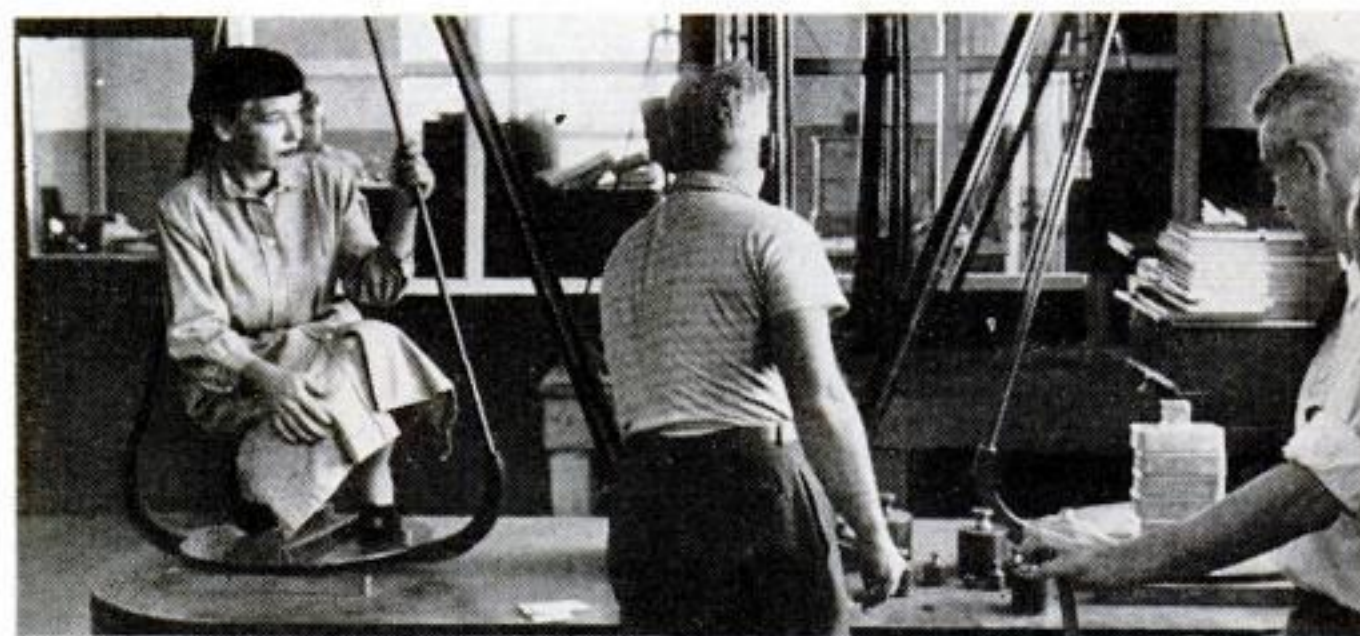


If you want complete cooling system protection for your car this winter, ask for Peak® Anti-freeze. "Peak" not only gives unsurpassed protection against freeze-ups but in addition it's anti-rust... prevents rust or corrosion. It's anti-foam... there's no loss of protection through the overflow. It's anti-clogging... won't gum up the tiny passages in the radiator. And "Peak" won't evaporate or boil away. To be sure of trouble-free performance, ask your serviceman to install Peak Anti-freeze. A product of Commercial Solvents Corporation.

ONLY
\$2.95
A GALLON

LASTS ALL WINTER

NEWSFRONTS CONTINUED



MARY McCREA IS WEIGHED IN THE BALANCE OF U.S. MINT

A 32-year-old San Francisco unemployed stenographer stepped on one side of the scales at the U.S. mint while gold was piled on the other. The gold balanced at 148½ pounds, and Mary Jane McCrea was given a check for its value, \$75,158.84. Miss McCrea, whose hobby is entering contests but who never won more than \$50 before, had just won a "Your Weight in Gold" contest sponsored by Lever Brothers soap manufacturers. She wrote the best 25-word sentence beginning "I prefer..." The winning line remained top secret to protect the company against all those who would think they had written a better one.

Surprising exodus from Communism

More than 250,000 refugees have moved from Red-controlled North Vietnam to South Vietnam since the cease-fire of July 22, vastly exceeding all estimates of the number who wanted freedom badly enough to leave their homes for it. The U.S. Foreign Operations Administration, which is participating in the resettlement, said that 110,000 have been moved by the U.S. Navy. The refugees are housed first in tent cities, then assigned to newly built 2,000-person villages and given land, clothes, agricultural tools and money to buy farm animals.

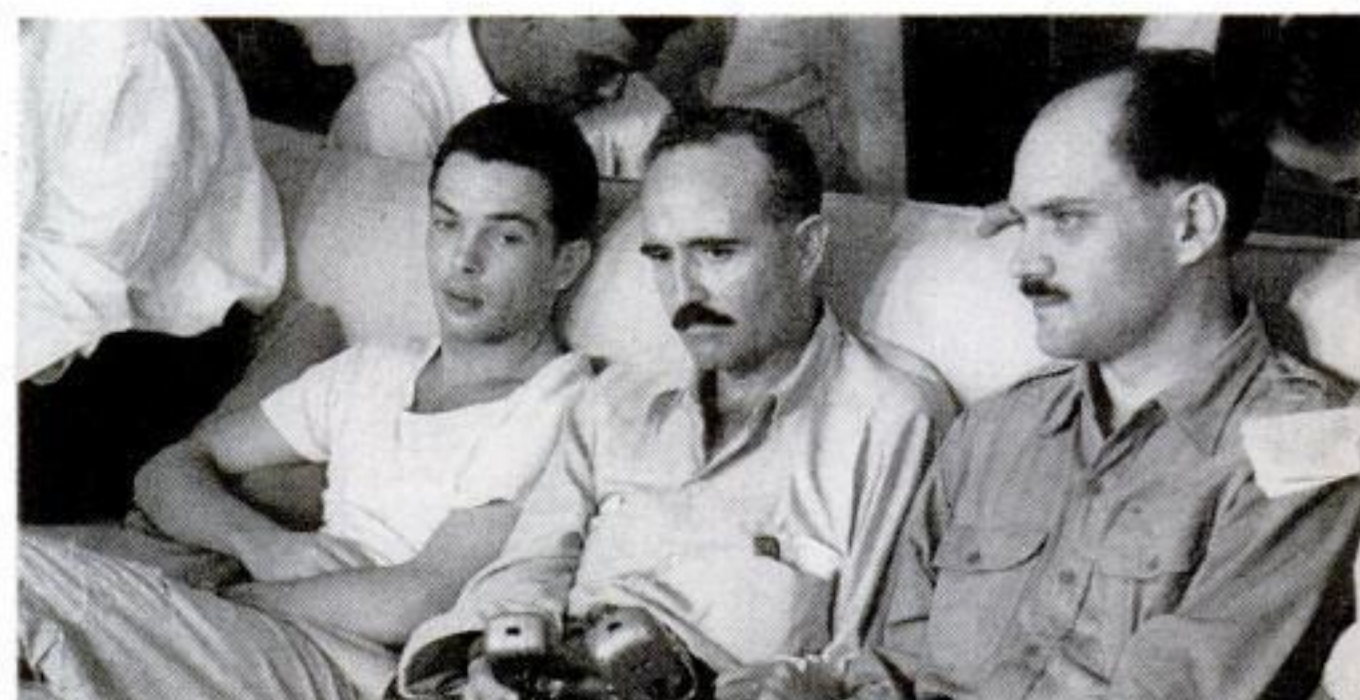
When his Bolivian bride died James Goldsmith had been reconciled with her parents, the Patiños. But in Paris last week he and his in-laws were at odds again, this time over custody of the baby his wife bore four months ago. While Goldsmith was in Africa on a business trip, grandmother Patiño took the infant off. After a bitter argument in court the judge ordered the tiny \$58 million heiress returned to her father.



ISABELLA PATIÑO

Three into freedom

After 18 long months three Americans walked out of Red China into Hong Kong and heard friends say, "My God, are we glad to see you." The three, 42-year-old NBC Correspondent Richard Applegate, 31-year-old Merchant Marine Officer Benjamin Krasner and 27-year-old INS Correspondent Donald M. Dixon, had been captured by a Communist gunboat while sailing a yawl named the *Kert* off Hong Kong. Under brainwashing they "confessed" to anti-Red acts because it meant release. Applegate and Dixon will return to reporting and Krasner will wait for the release of his Chinese girl friend who was aboard the yawl.



DIXON, APPLGATE, KRASNER THIS SIDE OF BAMBOO CURTAIN

GOODYEAR

presents a new kind of Tubeless Tire



Standard equipment for leading '55 cars...costs you no more than a standard tire and tube !

Goodyear has produced a new tire—a tubeless tire—the proud successor to every tire you've ever known or heard about.

After years of research that sought a new approach to the tubeless idea, this tire is now a reality—thanks to the development by Goodyear of a new way of treating tire cord—the exclusive and patented 3-T process.

The 3-T process makes the new Goodyear Tubeless Super-Cushion the most efficient air container ever made. It permits a new method of constructing tire bodies. It lets the new Tubeless Super-Cushion set new standards of tire performance.

The new Tubeless Super-Cushion gives:

1. **Puncture Protection**—of a kind never offered before in either standard or tubeless tires.

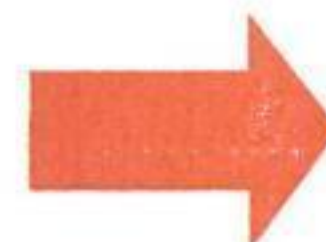
2. **Blowout Protection**—providing a greatly increased margin of safety.

3. **Better Performance**—a quieter, smoother, easier ride—plus even greater mileage than today's great standard tires.

4. **And it combines** all these advantages at a reasonable price—no higher than the price of a standard tire and tube.

Perhaps the best proof of these statements is found in the action of the automobile industry. The new Tubeless Super-Cushion will be standard equipment on many of the new 1955 cars.

On the next two pages you'll see how 3-T Cord permits the All-New Tubeless Super-Cushion to outperform any comparable tire made today—tubeless or regular.





"Leapfrog" at 60 m.p.h.! When this Death Dodger takes off, he hurtles that 3500-lb. automobile a full 8 feet in the air! When it comes down . . . he knows he's landed! The tires take a *terrific* beating!

We gave the famous Jimmie Lynch Death Dodgers

three sets of the new Tubeless Super-Cushions. Told them to give them the works. Challenged them to blow them out and rip them off their rims!

That wrecking crew put those tires through the toughest punishment a tire has ever taken. Rocked

them at 65 m.p.h. in a series of hair-raising turns. Dropped them down with a thudding, two-wheel angle drop to try to blow them out with rim pinches. Leaped 8 feet in the air and came down with the force of a pile driver on a cement roadway!

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

ALL-NEW TUBELESS SUPER-CUSHION

We challenged the world's toughest
stunt drivers to try to damage the

ALL-NEW TUBELESS SUPER-CUSHION!

Goodyear's new kind of tubeless
tire takes smashing impacts with-
out damage—because it's the only
tubeless tire made with 3-T Cord!



What happened? Nothing! Not a single Tubeless Super-Cushion blew out or left the rim. *Not a single pound of air was lost!* "The most amazing example of tire strength we've ever seen!" said the Death Dodgers. Now you can have this new kind of tubeless tire for *your* car, and it costs you no more than a standard tire and tube.



New flatter tread and lighter, cooler-running 3-T Cord construction give longer lasting, more economical wear! *The strength and resiliency* of 3-T Cord give you a softer, smoother, easier ride—cushion your car against road shock.

And Goodyear's new anti-vibration tread design with 1806 inches of nonskid edges and 880 deep-cut stop-notches stands guard between you and a dangerous skid. You get 15% more traction for safer stops.

See the All-New Tubeless Super-Cushion at your Goodyear dealer's today. Remember, it's endorsed by America's leading car makers. Why not bring *your* car up-to-date with new Tubeless Super-Cushions? Your Goodyear dealer will buy all the unused mileage in your present tires.

This new tire is available in either 3-T Rayon or Nylon Cord—as a tubeless tire or in a tire and tube combination. Goodyear, Akron 16, Ohio.

by **GOODYEAR**

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

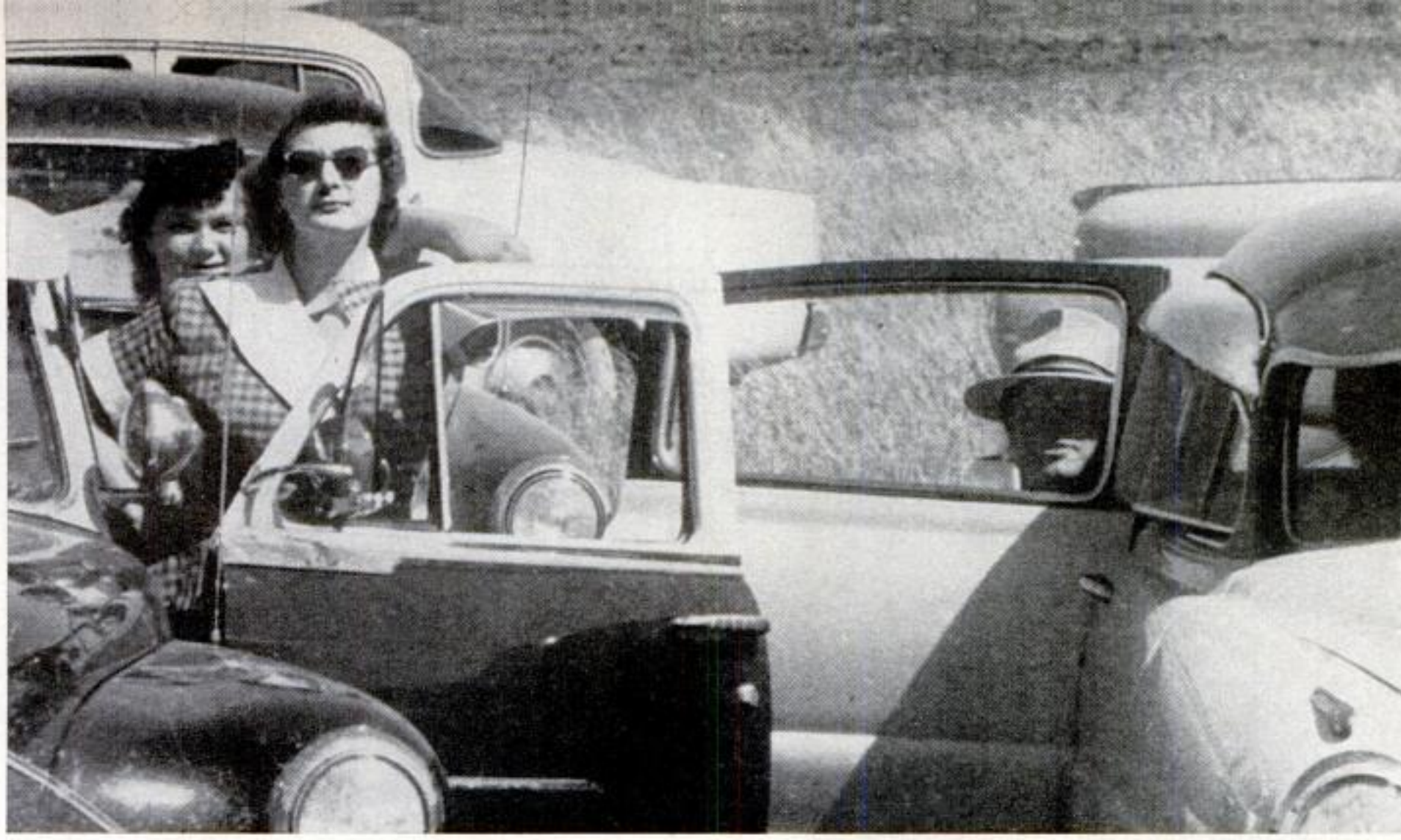


Deliciously yours,

*P.S. Mm-m-m! Which will you try first...the roast beef?...
the meat loaf? No matter. Just try any cold cuts with Hunt's
nice-and-spicy catsup. Can't help lovin' that wonderful flavor!*



Copyright 1953, Hunt Foods, Inc., Fullerton, Calif.



LANDOWNERS, MANY OF WHOM CAME STRAIGHT FROM CHURCH, ARRIVE EARLY AT WELL TO WATCH THE TEST

WAITING TO GET RICH QUICK

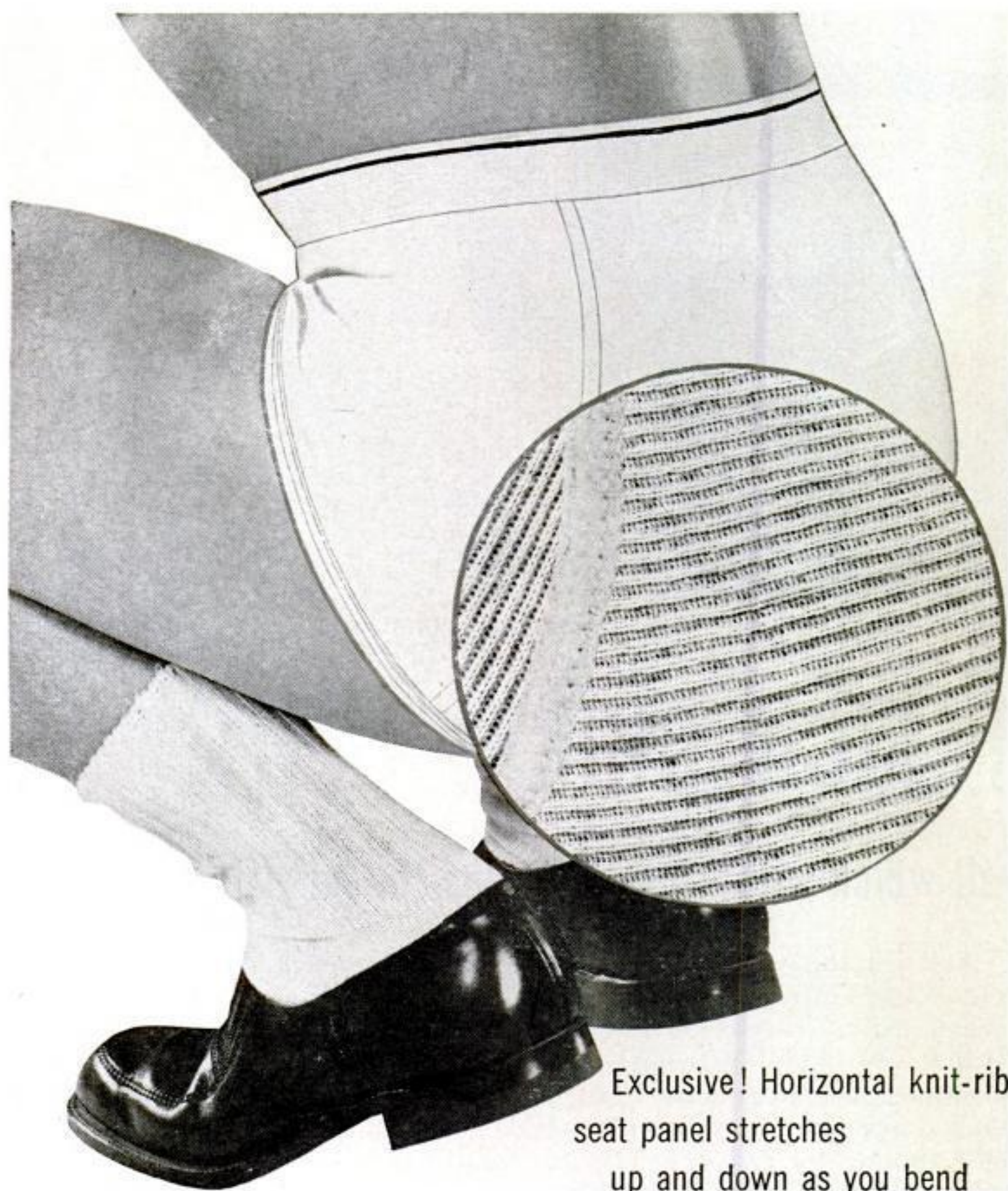
Texas farmers spend anxious afternoon at test oil well which will bring them wealth—or salt water

The men, women and children gathered around the slimy pit wondered if they would feel rich or feel foolish by the time dusk fell across the Texas Panhandle. A swabbing test was being run on a 9,569-foot, \$250,000 well near Pampa. Depending on whether salt water or oil gushed from the test pipe, they would go back to hard work on their drought-ridden farms—or start pricing Cadillacs. The oil men in the Sunday crowd were equally excited. For years they had been convinced there were more oil deposits in the Anadarko Basin, which had produced so prodigiously in Oklahoma. Since World War II oil firms had spent \$50 million drilling 17 test wells. Now Phillips Petroleum Company was testing its No. 1 Delp well.

At 2 p.m. the swabbing started—a process of pushing a plunger down the well and lifting the contents up. The pipes gushed a sickly fluid. A man tasted it. "Salty as the sea," he said disgustedly. Again and again the Delp was swabbed. It gave forth only salt water. At 7:15 many of the people turned sadly to go home. Suddenly came a long rumble. Then, out of the test pipe spurted a yellow river glistening like gold. "There comes the oil!" shouted the crowd. People splashed their new wealth over themselves. They scooped it up in milk bottles to taste it. Then they went home and began selling leases on their land at up to \$1,000 an acre and calculating the one-eighth royalties they would get on whatever oil comes in.

EARLY SWABBING PRODUCED A RUSH FROM TEST PIPE OF WATER, WHICH EAGER OWNERS COLLECTED IN MILK BOTTLES AND TASTED FOR SIGNS OF OIL



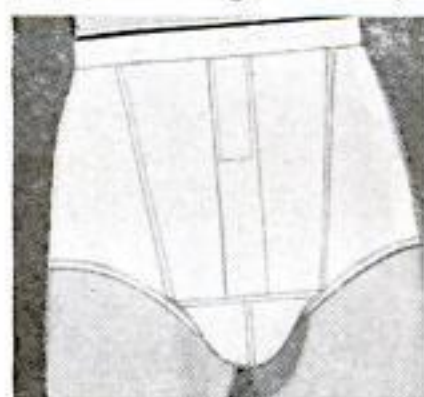


Exclusive! Horizontal knit-rib
seat panel stretches
up and down as you bend

Comfortable as your skin . . .

Munsingwear
Stretchy-seat
Briefs
\$1.00

Look for the green stripe



Exclusive! Munsingwear's patented comfort-pouch gives ideal support. Special vertical-fly is self-adjusting. New elastic waistband has heat-resistant rubber to withstand normal laundry heat—guaranteed to last the life of the garment!

Guaranteed not to shrink out of fit

Munsingwear®



Halfways
\$1.50



Shin-highs
\$1.95



3/4 Longies
\$1.95



Longies
\$2.25

Munsingwear for men's and boys' underwear, sleepwear and sports shirts. Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you. Manufactured and sold in Canada by Stanfield's Ltd.



HOPEFUL LANDOWNERS, Mrs. Albert H. Cook (right) and daughter-in-law, Mrs. Presang, watch the test. The Delp was drilled on the Cook farm.



TASTING, landowners seek to determine if the flow from test pipe is salt water or oil. At this testing it turned out to be salt water with trace of oil.



STILL SALT WATER, a sample disappoints landowner Albert Cook, 75, as he takes another of his frequent tastes from well's test pipe.



OIL AT LAST is collected in tube by Foreman Bill Calvert. The crude tested at 43.6 gravity, quality grade, with a tiny .06 of 1% salt water.

CONTINUED ON PAGE 48

DANDRUFF

may be the beginning of baldness.

The danger may be present long before you notice any thinning of hair.

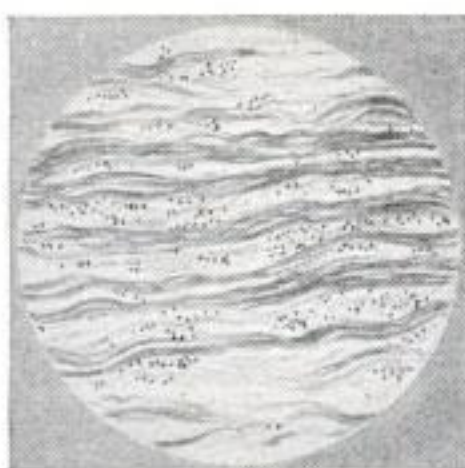
Here is a simple new method for daily care of your hair. Hygienically effective—kills dandruff germs*—it is helping thousands

Many men care for their hair with preparations that do nothing for dandruff, except to stick the flakes to their scalps.

Let us make it clear that we don't claim miracles. We can't *prevent* baldness. But you should know the following facts about dandruff, and the value of *hygienic* care for your head.

Those unsightly "snowflakes" on the shoulders of your suit—excessive dandruff—reveal a strong possibility that you will be at least partially *bald* in years to come.

Dermatologists differ in their views as to the causes of baldness. But dermatologists *do* agree that the condition which is symptomized by excessive dandruff *does* frequently lead to baldness.



1ST STAGE

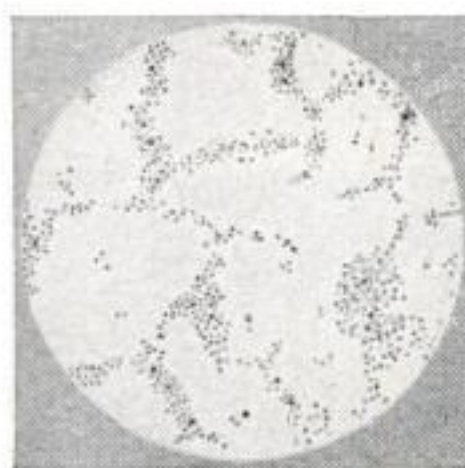
Spores of Malassez in a case of ordinary dandruff.

Seborrhea

What causes excessive dandruff? It commonly arises from a disease of the scalp called *seborrhea*. *Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale* and the *Bottle Bacillus*. In most men who have it, seborrhea progresses through three stages:

1. *Dry white scales* flake off your scalp, drop to your shoulders. New flakes constantly form. It's likely you do not realize that a *disease* is present—but consider merely that you "have dandruff."

2. *Moist sticky scales* appear on scalp. In



2ND STAGE

Scales become sticky. Microbacilli shown may be present.

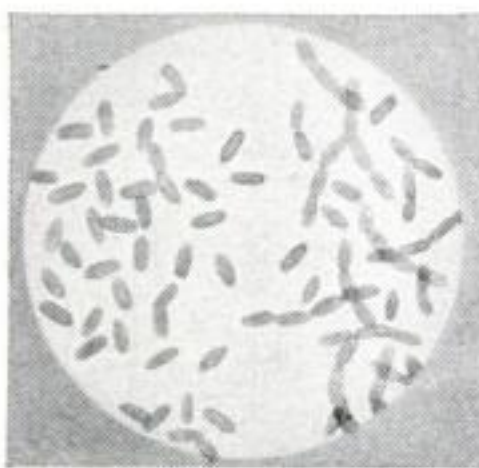
many cases, hairs begin to die before reaching full growth. Your hair has begun to thin, *so subtly that at first you may not notice it.*

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly thin hair, often *baldness*.

New scalp hygiene method

This progression of scalp disease points to the danger of neglecting excessive dandruff, or only taking half measures.

Watch your general health. If you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here



3RD STAGE

Microbacilli shown may be present. Hair growth may be affected.



is an easy home program—the Kreml Method—long used professionally by leading barbers and hairdressers, newly introduced for home use. It costs no more than the use of ordinary hair preparations.

Tonight, shake Kreml Hair Tonic *generously* on to your head. Make sure your hair is *thoroughly wet* with Kreml. Massage scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather—*without putting any water on your head*. The lather comes easily if you have used enough Kreml Hair Tonic.

Complete your shampoo, rinse with water, dry hair thoroughly. Then—shake on plenty more Kreml, massage it in, comb hair in place.

EVERYDAY use important

Give your scalp a Kreml massage *every morning*, before combing hair in place. Takes only a few



With dandruff, you're wise to switch to a daily hair-care program that actually kills dandruff germs*.

seconds. *There is no permanent "cure" for dandruff.* So make Kreml your daily hair-care habit. Use it as generously as you need—Kreml does *not* make hair sticky or stiff, or unpleasant to the touch.

And you'll like the tingling, waked-up feeling that a Kreml massage arouses in your scalp. You will discover that it puts real *pleasure* into the first minutes of the morning.

Sometimes flaking increases

At first, using Kreml may cause *more* dandruff flakes than usual to appear. This simply means that your scalp has a layer of dandruff which is being *loosened* and "chased out." In more stubborn cases, repeat the Kreml-and-shampoo treatment. In any event, continue *daily* use of Kreml Hair Tonic itself.

KILLS bacilli and Spores

Kreml Hair Tonic is *more* than just a loose dandruff remover. Kreml now contains a revolutionary new antiseptic ingredient that actually *kills* bacilli and Spores of Malassez *on contact!* And the daily use of Kreml can help prevent the recurrence of these parasites *indefinitely!*

The Kreml Method of scalp hygiene is not offered as a substitute for the services of a dermatologist—but it *has* helped many thousands of men. Their letters tell us so!

Money-back offer

Try the Kreml Method of scalp hygiene, including use of Kreml for daily care of your hair. If you are not entirely satisfied, write The J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml today. (And if you're low on shampoo, you could try our fine Kreml Shampoo too.) See how well the Kreml Method keeps your hair and scalp in the kind of shape you want! The J. B. Williams Company.



FIRM BACK SUPPORT

FOR EVERY MAN,
WOMAN AND CHILD
— BECAUSE  HAS THE EDGE

Now! Medically correct sleep posture for your back and body! Full-width, edge-to-edge comfort! Springwall's invention assures it years longer than any other mattress tested.

One of the leading causes of morning backache in men and women, is a sagging mattress. Here is a wonderful new kind of mattress — Springwall — that eliminates sleep-sag. Here's why:

Around the 4 edges of every Springwall is a wonderful invention — a wall of 12 resilient-steel anchors. It holds the entire sleeping surface firm as never before — sag-free firm along the edges; sag-free firm from edge to edge.

Because of this invention, famous Snell Laboratories — in tests of 4 leading brands — rate Springwall first. Insist on a genuine Springwall. At your dealer's, from \$49.50.

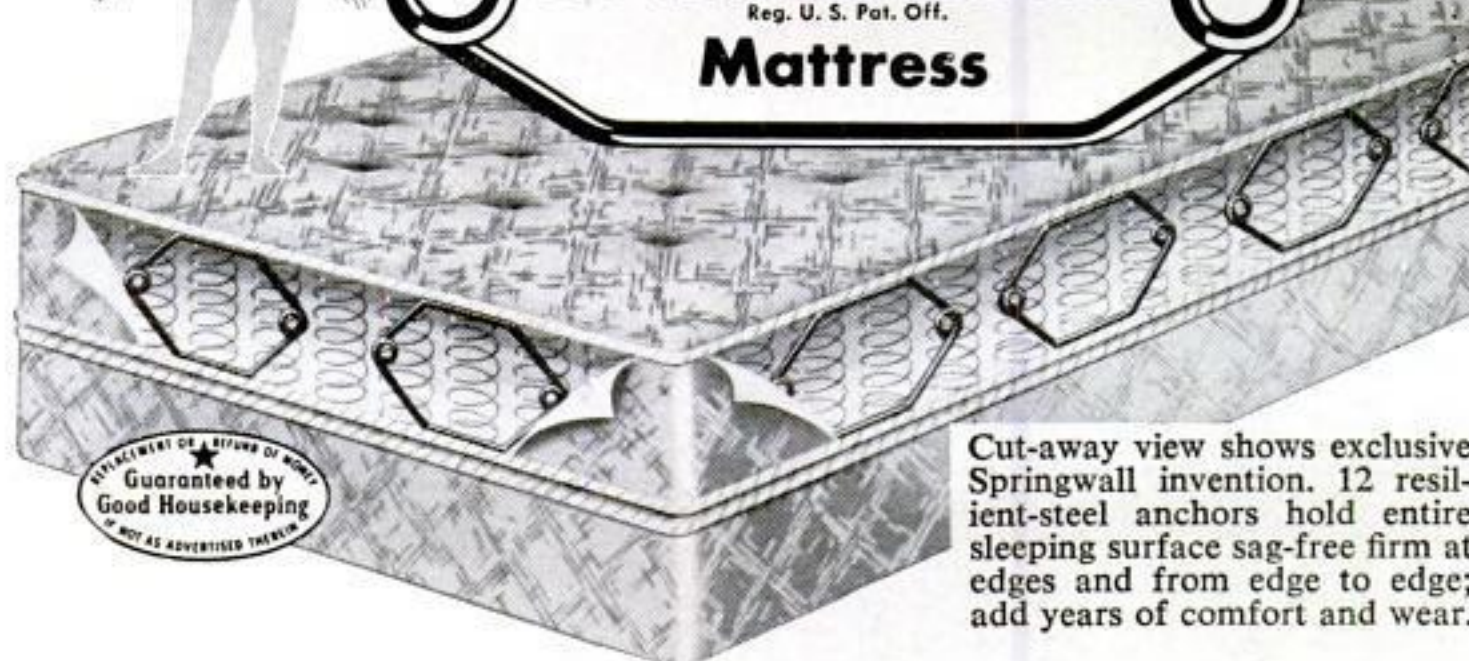
FREE Sleep Booklet—"What Does The Doctor Say."
Write Springwall, Box 157, N.Y. 46.

FIRM SUPPORT FOR BACK AND BODY

Springwall supports your muscles at these 4 vital pressure points, where doctors say you need support for healthful, relaxing sleep.



GUARANTEED FOR TEN YEARS
AGAINST STRUCTURAL DEFECTS



Cut-away view shows exclusive Springwall invention. 12 resilient-steel anchors hold entire sleeping surface sag-free firm at edges and from edge to edge; add years of comfort and wear.

LOOK FOR SPRINGWALL ON THE LABEL—
EXCLUSIVE WITH THESE GREAT BRANDS:

SOUTHERN CROSS Springwall — SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

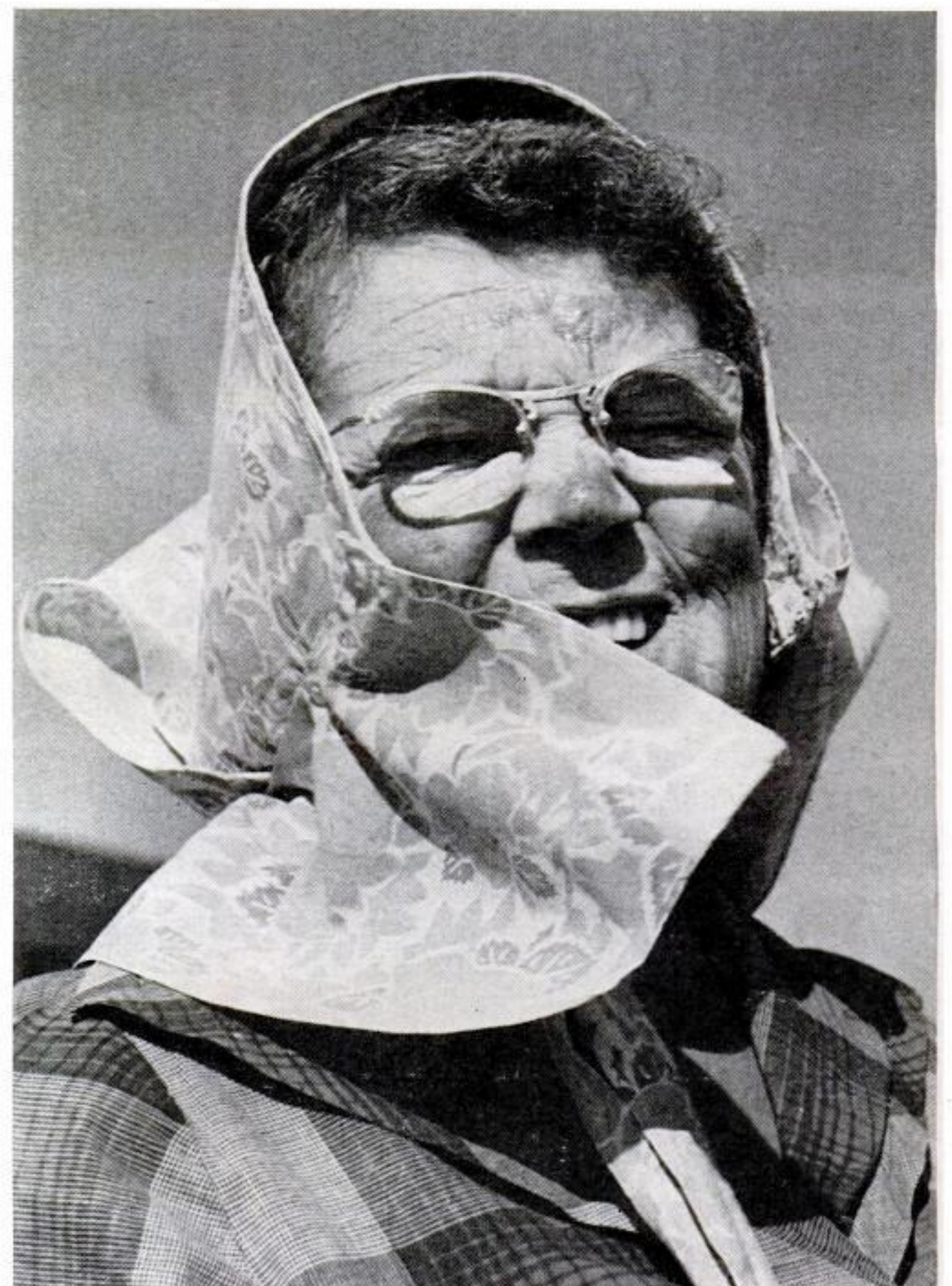
KING KOIL Springwall — THE UNITED STATES BEDDING CO., St. Paul, Minn.

TIGER BRAND Springwall — HAGGARD & MARCUSSEN CO., Chicago, Ill.

ECLIPSE Springwall — ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. — Los Angeles, Cal.



OIL WELL stands on Albert Cook's property in full view of home of his son-in-law, Irvin Prouse, who hopes oil wells will be drilled on his farm also.



WITH OILY FACE Mrs. Albert Cook beams from beneath her poke bonnet. When well came in she and husband jubilantly greased each other's cheeks.

LOTS OF LEAN, TENDER KANSAS CITY BEEF with just enough vegetables and savory gravy, in tender crust . . . and a rich meaty flavor through-and-through. Men love it!



REAL "SUNDAY DINNER" CHICKEN, slow-simmered the home-recipe way, with choice vegetables and rich gravy between top-and-bottom crusts that bake crisp and flaky.



You mean this comes out of a can?

Yes!

The newest convenience in bake-and-serve meals is a delicious pot pie sealed in flaky pastry—within a piepan can, that needs no refrigeration whatever—ready to open, bake, serve. And you'll say it's old-fashioned-good!



Dinner Time
brand
Pot Pie
Chicken or Beef

THE DELICIOUS MEAL
IN THE PIEPAN CAN
PATENTS PENDING



First "no-freezing" pies that keep indefinitely on the pantry shelf with no refrigeration. Stack neatly, easily. Keep them handy at home—take them along on motor and camping trips, too.



Economical! Three servings like this in every delicious pie . . . the family size that saves you money. Bakes fast (no thawing delay). Needs only a salad and dessert for a complete meal.

25¢

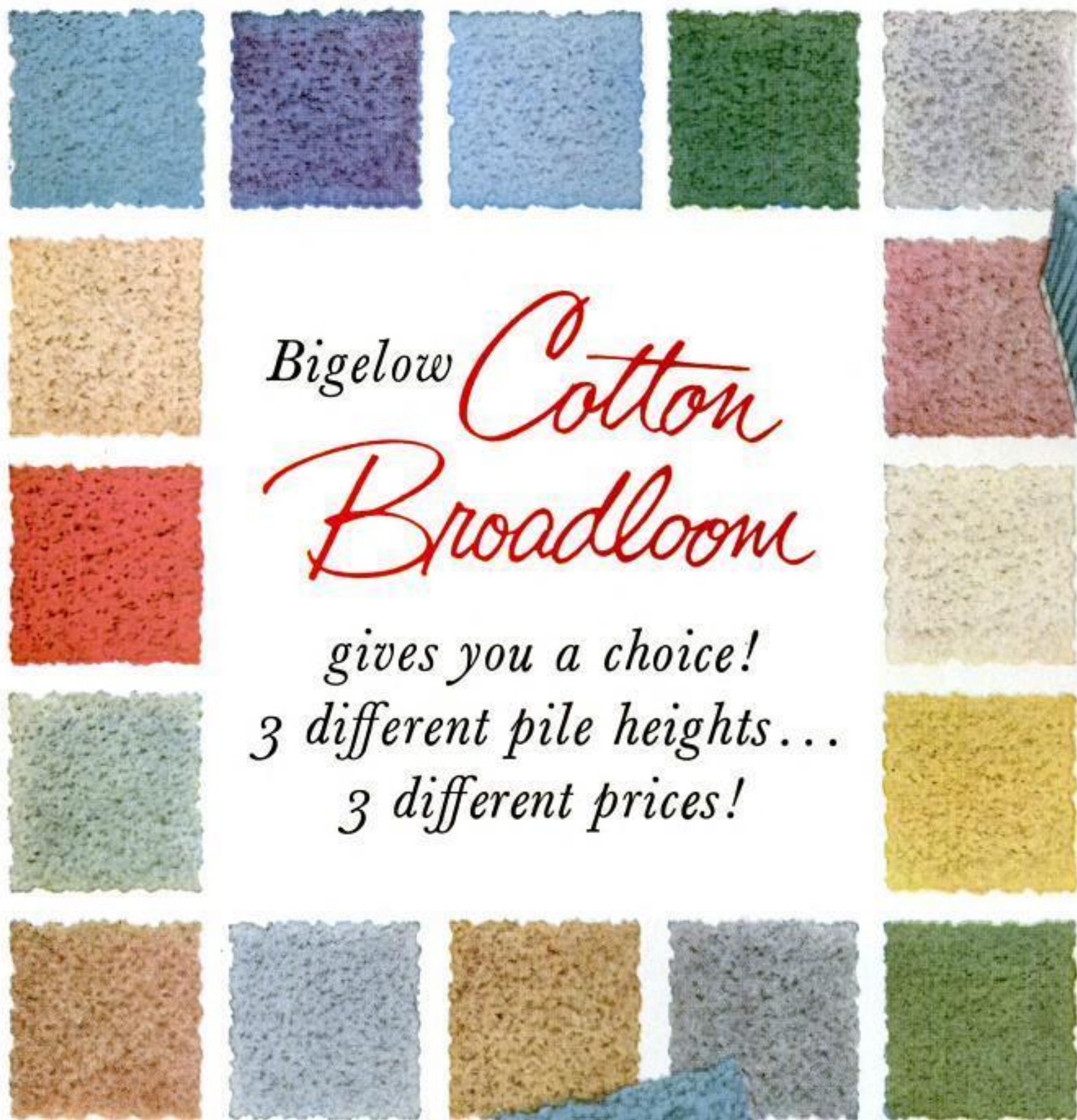


*coupon in can—good on
the second pie you buy*

Buy the Dinner Time Chicken Pot Pie with the special "25¢ saving" sticker on the can. Inside is a coupon which your grocer will honor for 25¢ on your next pie (chicken or beef). Don't miss this chance to try both . . . at a big saving!

Hurry! Special introductory offer for limited time only

Trenton Foods, Inc., Kansas City, Mo.



Bigelow Cotton Broadloom

*gives you a choice!
3 different pile heights...
3 different prices!*



Southampton

LUXURIOUS is the word for thick, plush pile Southampton. Like every Bigelow cotton, it's a Loktuft broadloom. Every single tuft is locked into the back of the carpet to give you longer wear, greater beauty. 16 colors. Less than \$7 a sq. yd.



Bahama

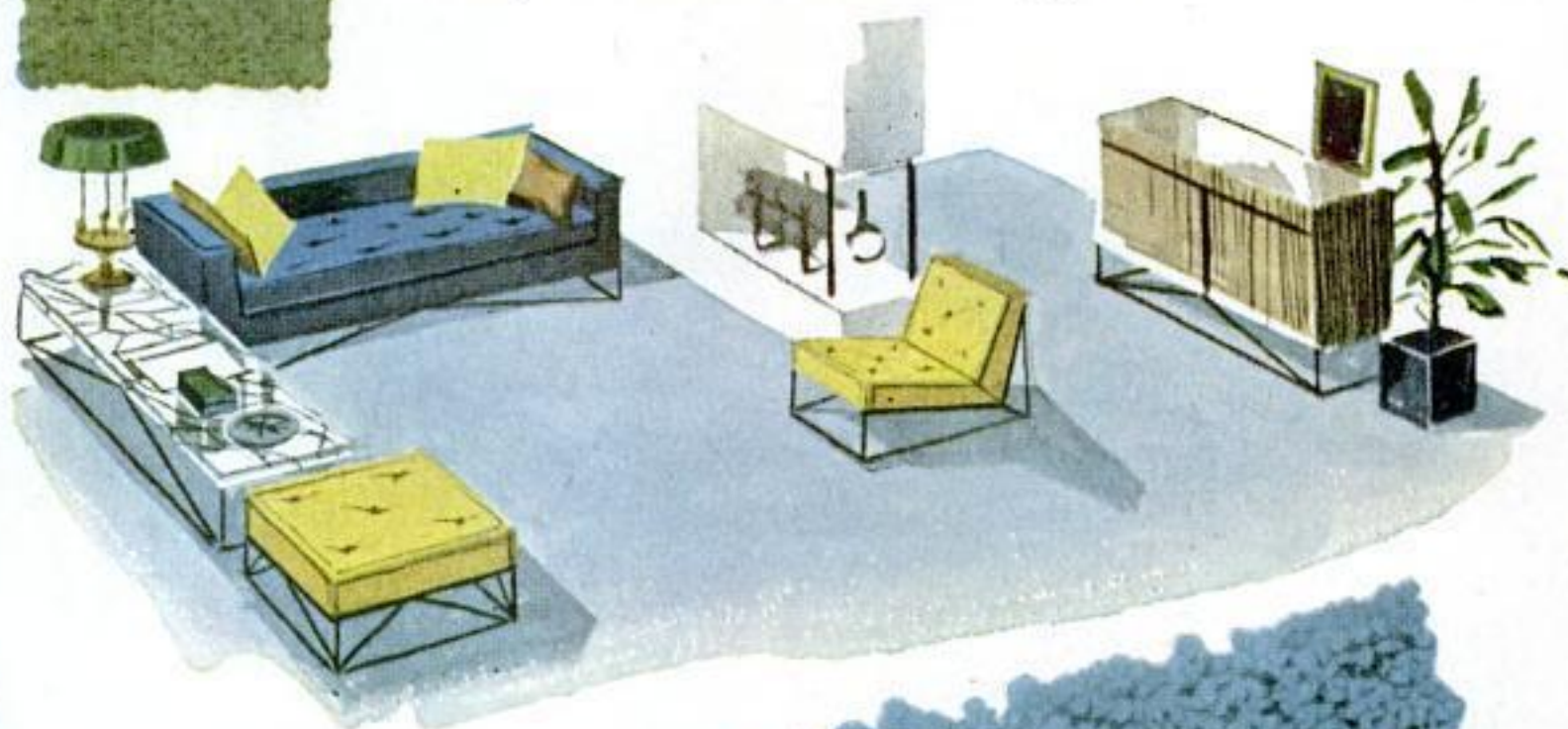
ULTRA LUXURIOUS! Plush pile, deep and rich! Yet a joy to clean! Once over with the vacuum and Bigelow's Bahama looks fresh and bright. See Bahama; you'll agree no other carpet gives you so much beauty and luxury for less than \$9 a sq. yd.

Your Bigelow retailer will give you a FREE copy of *Smart Rooms Wear Bigelow Loktuft Carpets*. Or write Bigelow, Dept. C, 140 Madison Ave., N. Y., for a copy and the name of your local store that features Loktuft Carpets.



Bigelow

Number 1 name in Carpets



Castellana

THRIFTY-minded homemakers choose Bigelow Castellana. This durable, plush pile cotton broadloom comes in a fine choice of colors . . . under \$5 a sq. yd. See all the Loktuft Cottons at your Bigelow retailer's today. Choose the pile height and price that suit you best. Just make sure it's a Bigelow. Budget terms.



WASP-TEMPERED PRINCESS FAWZIA OF ISPAHAN (ELAINE STEWART) CLENCHES A JEALOUS FIST AT SIGHT OF HER INTENDED HUSBAND'S SLEEPING HAREM

Royal Flush

FIANCE'S HAREM IRKS
HAJJI BABA PRINCESS

The haughty beauty above is Elaine Stewart, daughter of a Montclair, N.J. policeman (LIFE, March 23, 1953), who in her first starring movie role is a Persian princess in Walter Wanger's forthcoming sex-and-sand offering, *The Adventures of Hajji Baba*. The film follows a new trend in the use of color, employing five color themes worked out by former *Vogue* Photographer Hoyningen-Huene to symbolize the traits

of principal characters as well as help identify them in the mob scenes. In the steely-blue (for moonlight) harem scene above, white-gowned (for purity) Princess Fawzia does a slow burn at the sight of her intended husband's happily snoozing concubines. The rest of the movie, based loosely on James Morier's 1842 classic, is, in the apt words of Producer Wanger, "a *What Makes Sammy Run* in the desert."

New Philip Morris "Snap-Open" Pack

opens in a jiffy... closes tight to keep flavor in!



You get all the rich flavor and fine aroma of
more *rare vintage tobacco*—King Size or Regular!

See for yourself what vintage tobacco means to you in taste, smoothness and enjoyment. Try PHILIP MORRIS, the cigarette that contains more rare vintage tobacco than other leading brands. And remember, you just...

ZIP 
the tape...

SNAP 
it's open...

PRESTO 
it closes!

What a convenient pack for America's *finest* cigarette!

CALL FOR PHILIP MORRIS KING SIZE or REGULAR



ESCAPING ON HORSEBACK, hotheaded Fawzia, running away from father, the caliph, dashes off with adventurous young barber friend, Hajji Baba.



STRUNG UP TO DIE by a tribe of bloodthirsty Turcomans, Fawzia and Hajji (John Derek) reveal love for each other—just before inevitable rescue.



Three-piece starter set, crib, sliding-door cabinet and chest in "Gro-Up" Group retails at \$99.50. Furniture is Northern hardwood with new texture-pattern cut in.

Baby is so Modern

...with Thayer's lovely new
"GRO-UP" GROUP
 -a value sensation at **\$99⁵⁰**



Joan Thayer has terrific news for you. Now you can have the "Gro-Up" furniture such as you've seen before only at expensive decorators' salons — now your baby's for only \$99.50 for the three starter pieces. And how lovely and smart they are.

When baby's outgrown the crib, you just move in the bed — delightful and fine from childhood to adulthood. The other pieces "adapt." Chest goes on chest, sliding door cabinet goes on chest — yes, because this is module furniture (with removable legs) you can make a dozen different arrangements of it.

Thayer brings you, for the first time, Northern hardwood, in a wonderful blended texture-pattern cut in the wood. Choice of "Scotch Mist" finish in birch, gray or blonde. Begin with the starter set. Add the other pieces as you need them. But do see this "Gro-Up" Group at your Thayer dealer's now. Thayer, Inc., Gardner, Mass.

Prices higher in the South and the West because of shipping costs.



Full-size, book-case Hollywood head-board bed and night table to match.



The chifforobe has sliding doors, oodles of drawer space and roomy wardrobe area.



A real desk and matching chair for the school years and afterward.



A roomy three-drawer chest; put two-drawer chest or cabinet on top.



new! deep



Tissue-Test proves it!

After you think your usual cleansing method has cleaned your skin, use a few drops of Deep Magic. Then look at your tissue. See all the clogging make-up that only Deep Magic can remove . . . Proof that Deep Magic cleans deep, deep down—where beauty begins!

magic

facial cleansing lotion by Toni

cleans your skin up to 3 times cleaner than soaps or creams

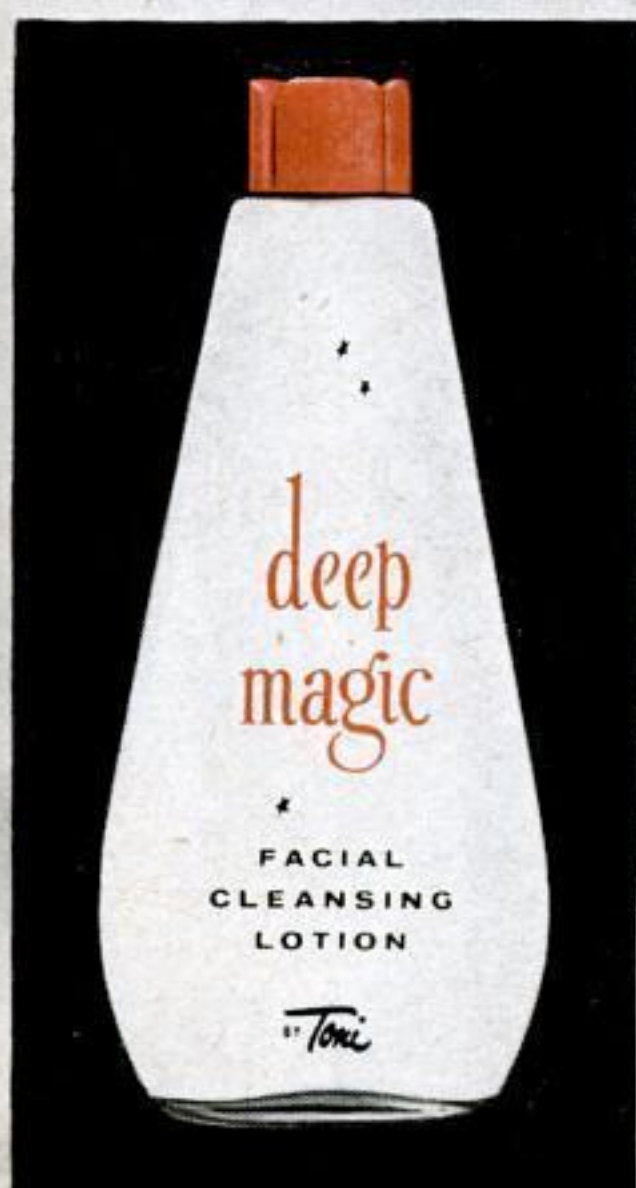
now you can have a clearer skin

because you can have a cleaner skin. New Deep Magic actually deep-cleans your skin as much as *three times cleaner* than soaps or creams—without soap drying, without cream greasiness!

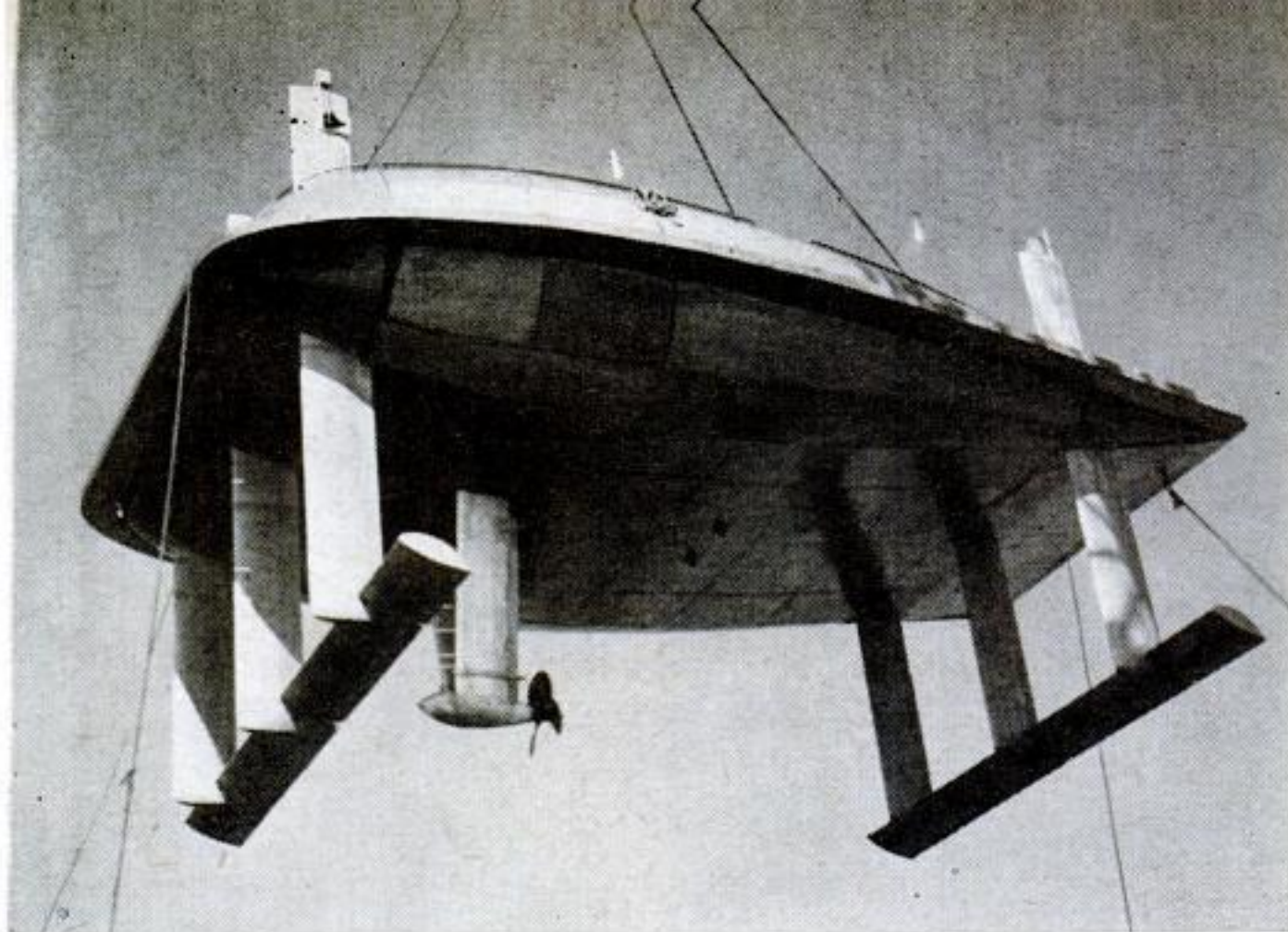
It leaves your skin far cleaner, radiantly clear the *very first time* you use it. Lanolin-gentle Deep Magic actually replaces natural oils, leaving behind an invisible powder base.

Try Deep Magic today. See the wonderful magic it works on your complexion!

(60¢ and \$1.00, plus tax, wherever cosmetics are sold.)



*No other cleansing method leaves your skin
so clear - so soft - so radiant!*



HOISTED IN THE AIR, THE "LANTERN" SHOWS ITS FOILS AND ITS SMALL PROPELLER

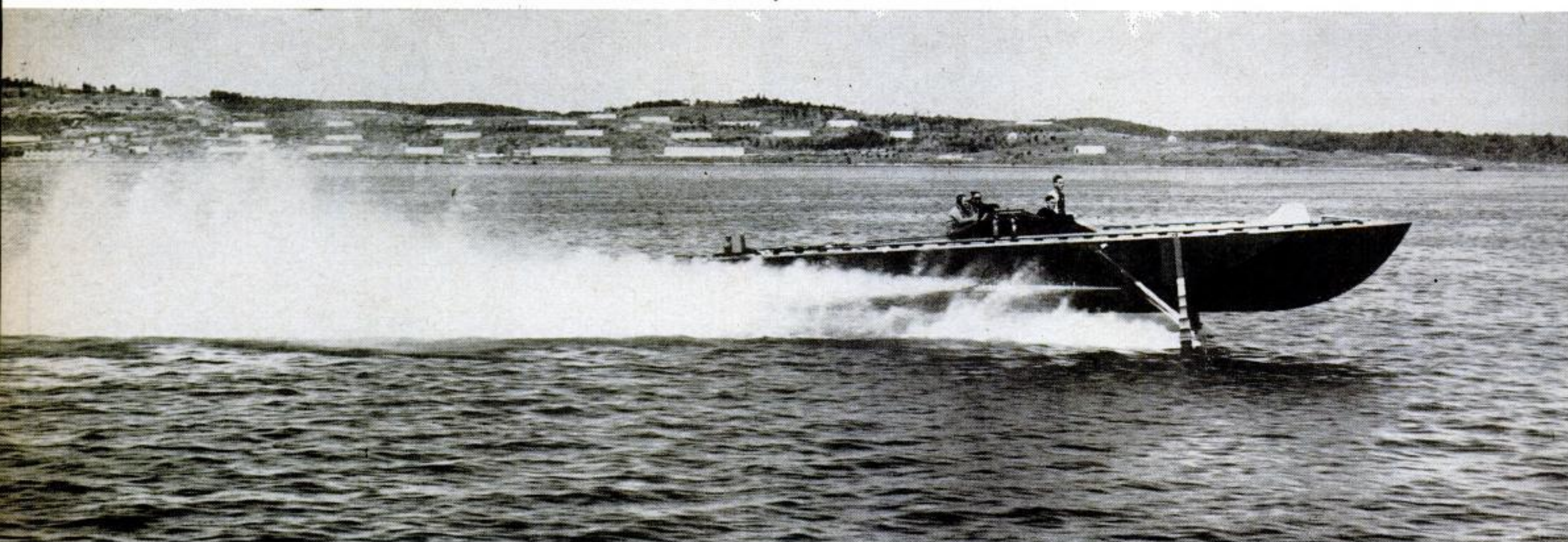
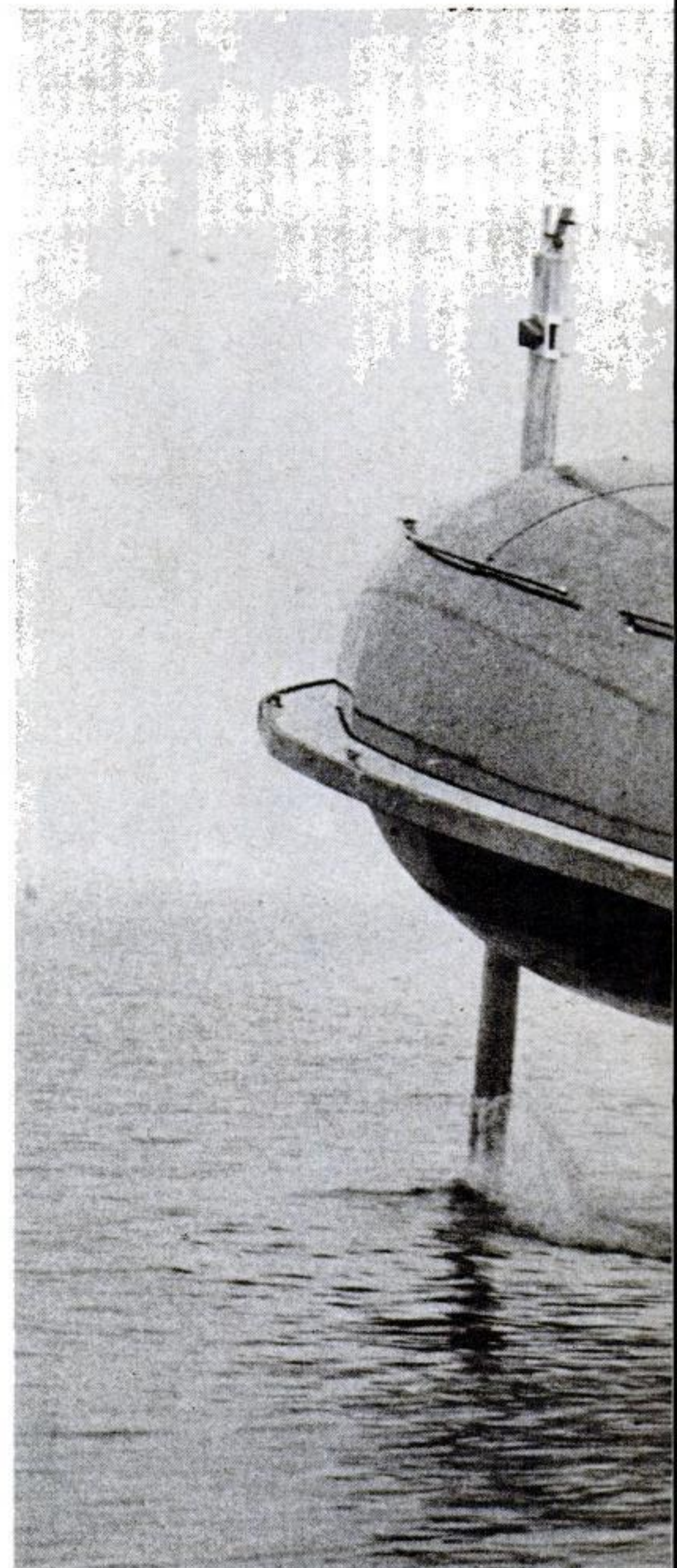
BOATS THAT FLY ATOP THE WATER

Hydrofoil may be greatest advance 'since steam over sail'

Some of the strangest boats ever devised are today skimming over the waters like water bugs, their hulls appearing to float ethereally above the surface (*see cover*). This waterborne flight is made possible by hydrofoils, literally "water wings," finlike structures attached to the hull by struts. When the boat is at rest or moving slowly, the hydrofoils extend down into the water. But when the boat picks up speed, the water moving past the hydrofoil creates greater pressure on bottom than on top and, as in an airplane wing, produces "lift." The foil rises toward the surface, pushing the boat up so that it rides along as if on stilts. The U.S. and Canadian navies are experimenting busily with hydrofoils, which would be especially useful as assault craft or rescue boats. Eventually they might be used on ocean liners, and in a burst of enthusiasm one admiral has said that aircraft carriers may someday have them to provide a fast landing platform for supersonic jets.

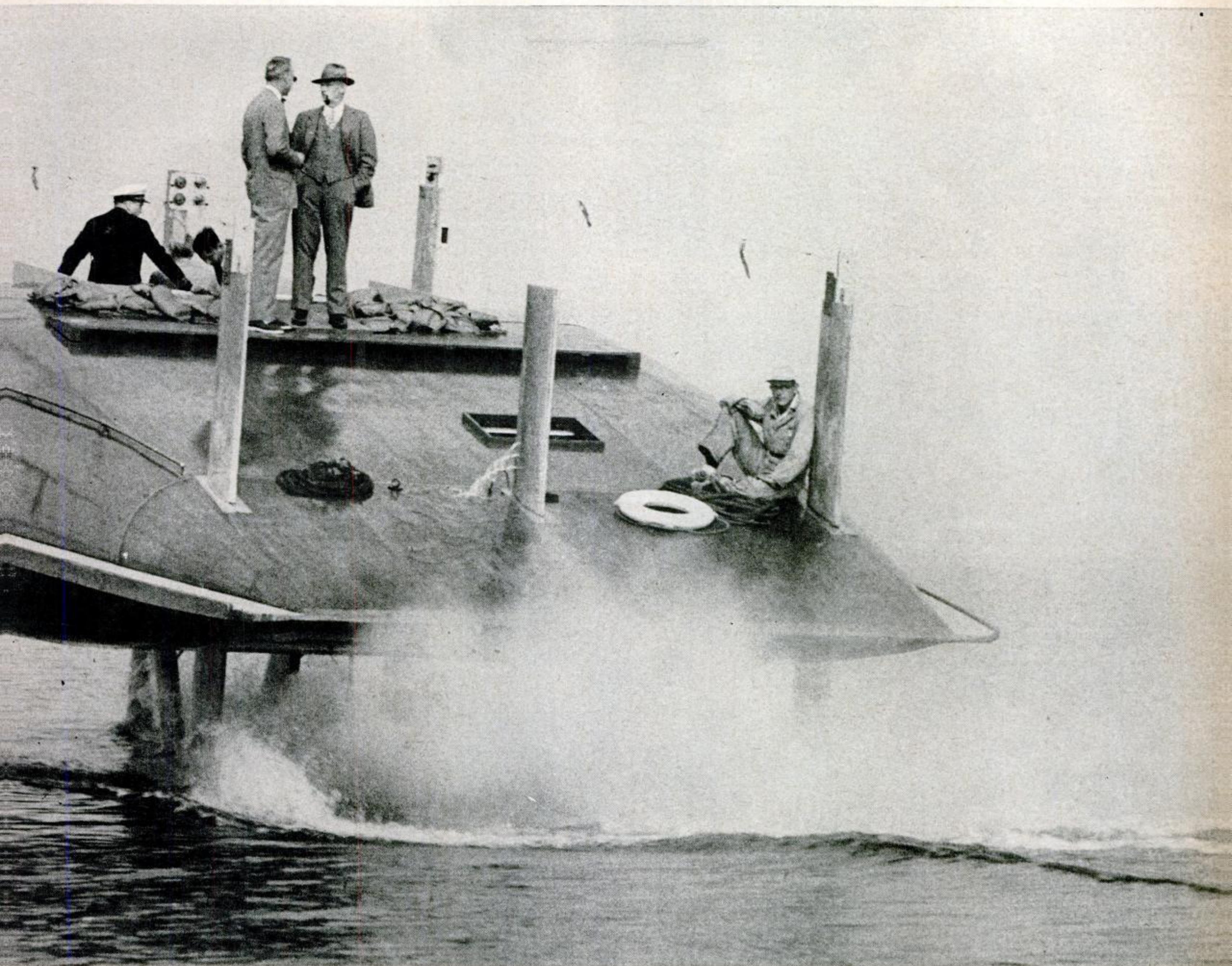
Hydrofoil boats are far faster potentially than conventional speedboats since they almost eliminate the age-old problem of "drag" or resistance from the water's friction on the boat's hull. They are also more comfortable since they are able to ride above most moderate-sized waves. But problems plague hydrofoil boats. The gear on some models limits maneuverability in shallow, crowded harbors, and the slightest miscalculation in designing the foils can make a boat highly unstable. But with these problems now almost licked, says a builder, boat design is about to see "the first real advance since steam took over from sail."

BIGGEST U.S. NAVY MODEL in tonnage, the *Lantern*, was built by the Hydrofoil Corporation of



CANADIAN HYDROFOIL is called the "KC-B" after F. W. ("Casey") Baldwin, an early Canadian designer (*p. 58*). Shown here on a trial run around the

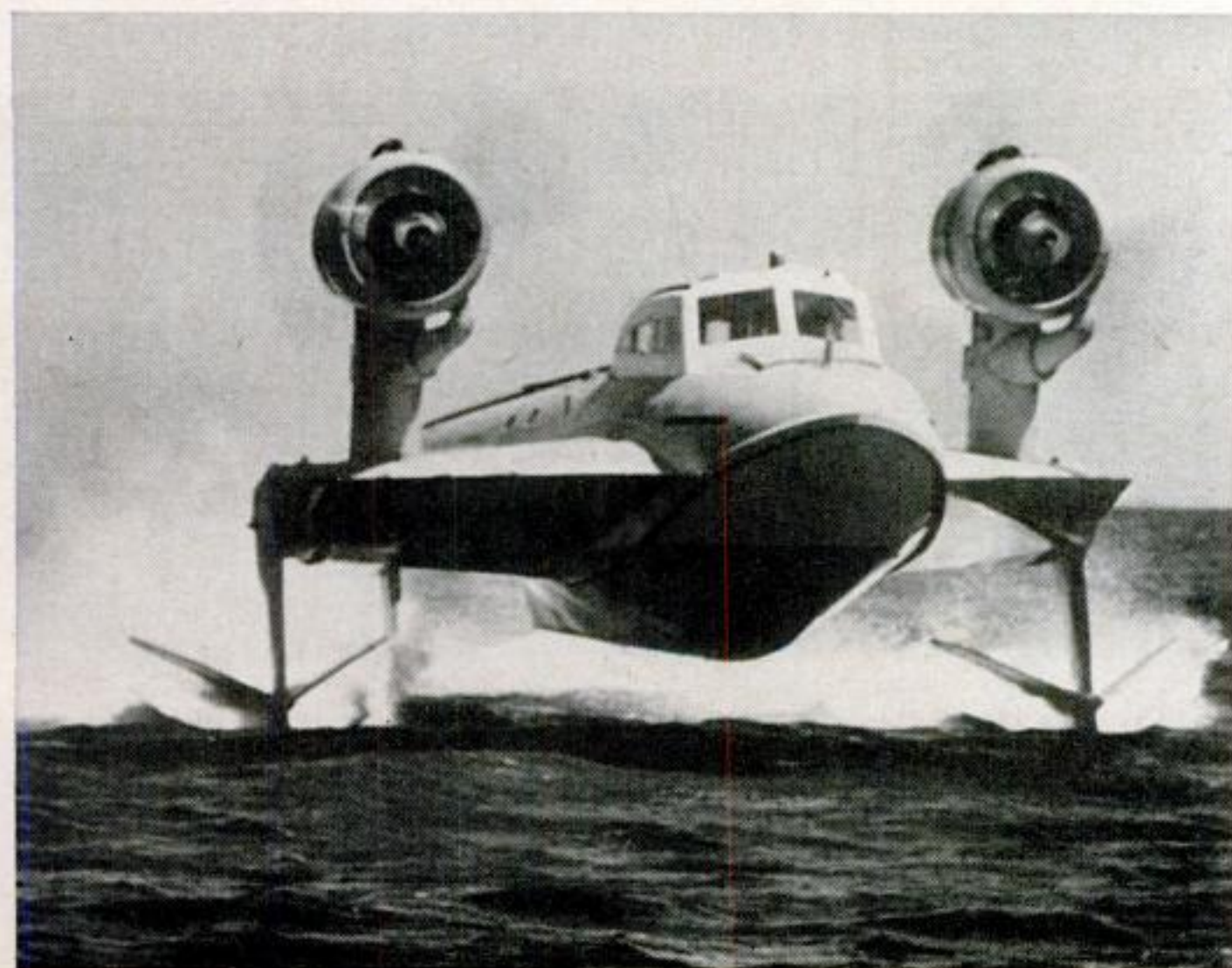
Halifax harbor, the KC-B is equipped with ladderlike hydrofoil structures (*shown on cover*), mounting the "rungs" one by one as it gets up speed. It can do 60 mph.



Annapolis, Md. largely at the instigation of famed Scientist Vannevar Bush (*above, in felt hat*). The craft

becomes foilborne at 15 mph, cruises at 24 mph and can do 42 mph. The company's president says

Lantern's smooth, stable ride is "the most monotonous way of getting around that I can think of."



NAVY'S FASTEST HYDROFOIL, the John H. Carl & Sons' XCH-4, is equipped with two 450-hp airplane engines which can drive it at a speed well over 75 mph.



RETRACTABLE GEAR of XCH-4 pulls up so that the craft can navigate in shallow harbors. A third hydrofoil at the stern helps stabilize and steer the craft.

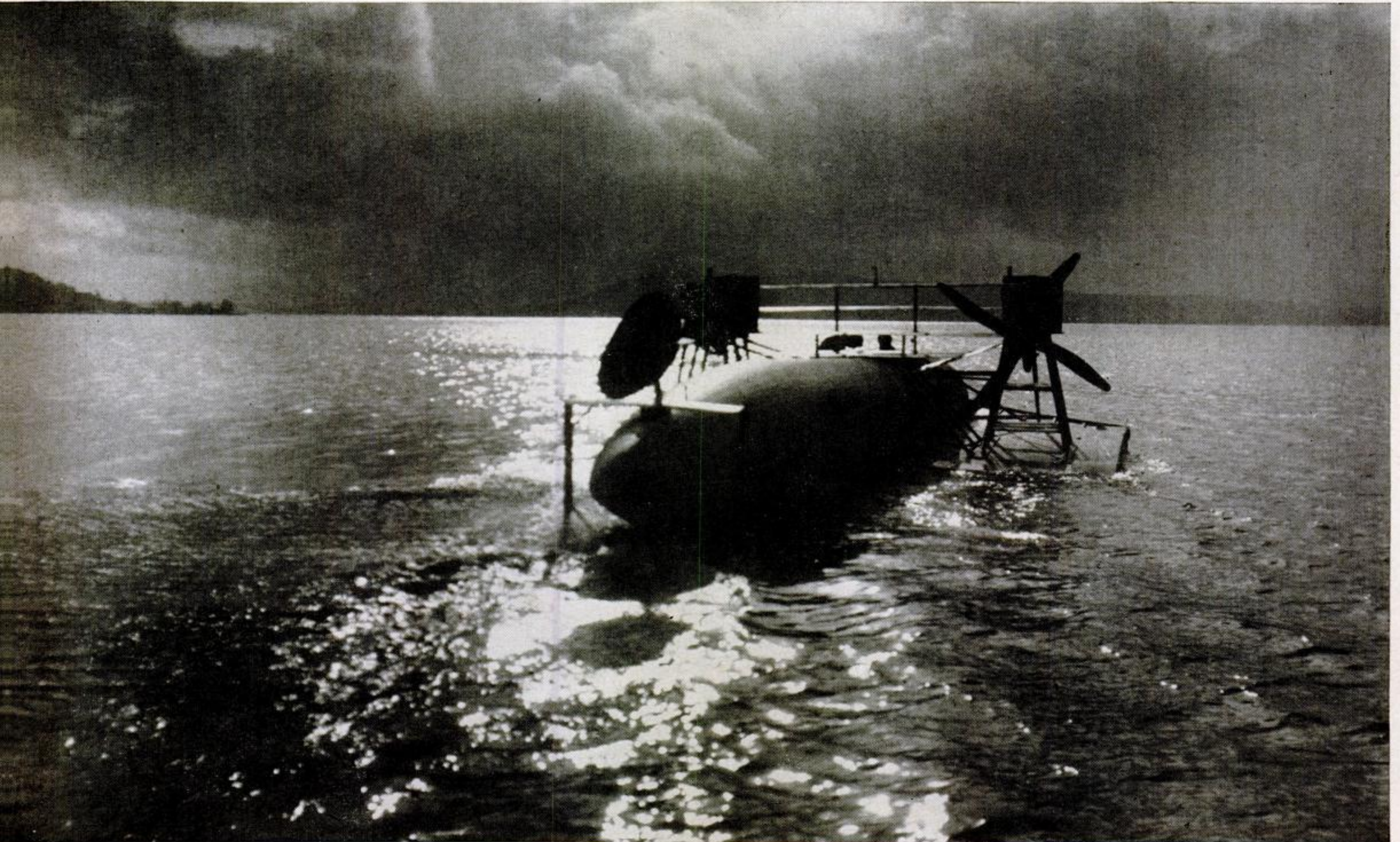


ALEXANDER GRAHAM BELL at 72 takes helm of his revolutionary craft for a test in Halifax harbor with co-designer Casey Baldwin (*left*) and Baldwin's son.

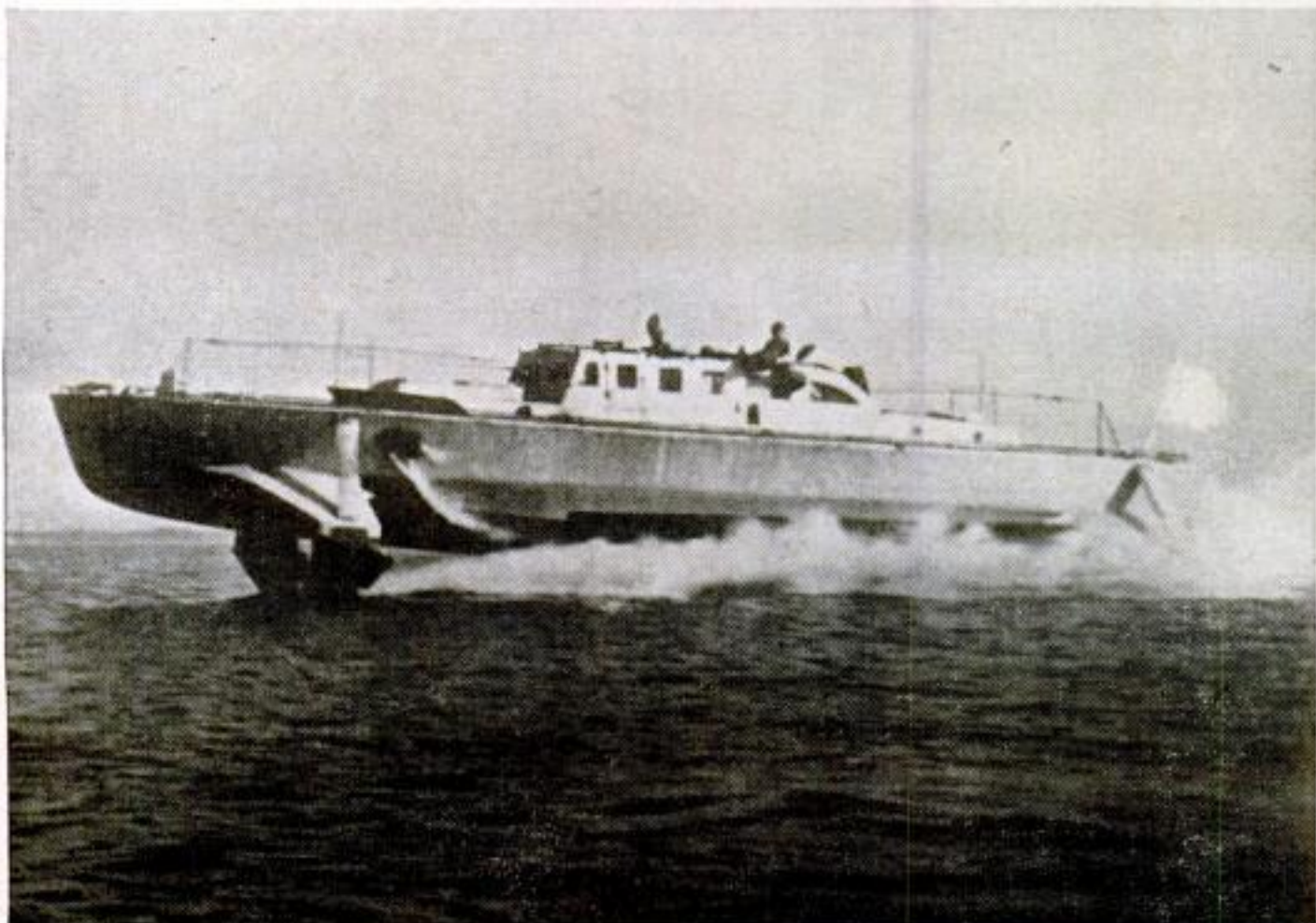
HYDROFOILS CONTINUED

REVIVAL OF OLD IDEA

The idea of using winglike structures for boats occurred to designers soon after the discovery of air flight. The first hydrofoil patents were recorded in 1905. Wilbur and Orville Wright experimented with a hydrofoil boat in 1907. In 1919, three years before his death, Alexander Graham Bell, working with Canadian designer Casey Baldwin, built a revolutionary craft (*left and below*) much like those seen today. But the design problems and competition from conventional craft caused interest in hydrofoils to lag in the 1920s and '30s. The renewed U.S. interest today has been caused by the enthusiasm of a handful of hydrofoil designers and by competitive designs from other countries (*bottom*). The U.S. Navy now has hydrofoil contracts with five shipbuilders and four U.S. universities.



LIKE A DITCHED DIRIGIBLE, BELL'S HD-4 LOOKED CUMBERSOME AS IT LAY AT ANCHOR. BUT ITS 350-HP AIRPLANE ENGINES DROVE IT FASTER THAN 75 MPH



GERMAN PATROL BOAT, the 17-ton VS-6, was built during World War II but Allied bombing and heavy demands for other craft prevented full development.



GERMAN TOURIST BOAT, the Schertel PT-30, now carries passengers on short sightseeing rides over Lake Maggiore in Switzerland. It uses V-shaped foils.

CONTINUED ON PAGE 60

3 new plastic bandages...all with **Super-Stick** PATENTS PENDING



1. BAND-AID Plastic Strip

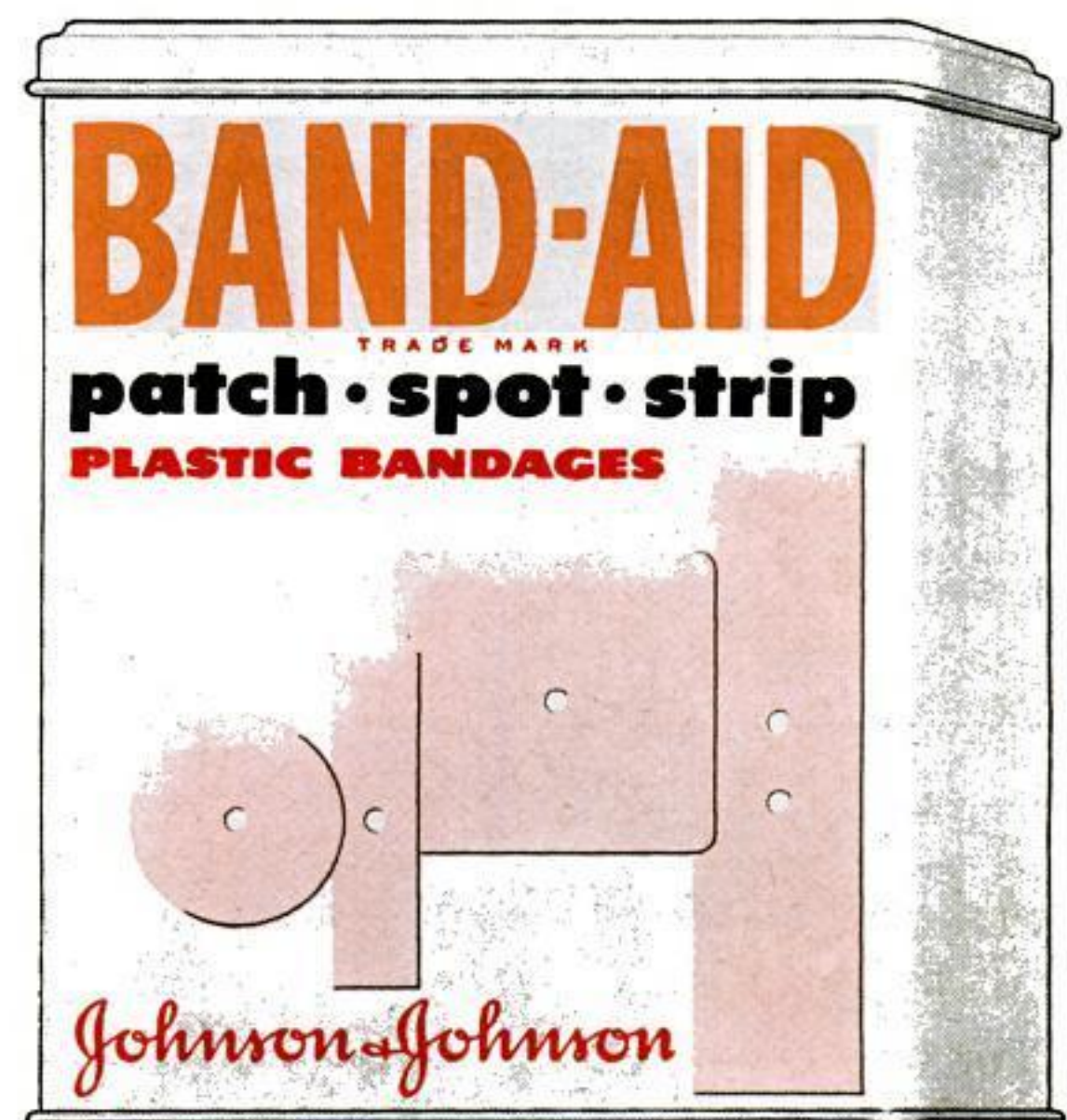


2. BAND-AID Plastic Spot



3. BAND-AID Plastic Patch

A shape for every need.
Flesh-colored.
Won't loosen in water.



LOOK! You Get a Fresh-Filled Pouch in Every Package of Kentucky Club



LOOK—it's the new Kenseal Foil Pouch—in handsome regimental stripes of assorted colors. Just open the new Kentucky Club package and there it is—filled with fresh Kentucky Club. Fits your pocket as comfortably as a soft glove. Contains same quantity and quality of tobacco as in pocket tin... yet at no increase in price.

THE GUARANTEED FRESH* PIPE TOBACCO

No danger of getting dry, stale smoking tobacco when you buy Kentucky Club in this new-type package. It comes to you *guaranteed fresh*. Its Kenseal Foil Pouch is filled at the factory with fresh Kentucky Club; keeps your tobacco fresh to the last pipeful.

Men who used to pay fancy prices for pipe tobacco now find that Kentucky Club gives them a smoother, better-burning smoke. *It's always fresh.* It's an honest blend of top-quality

White Burley. It's mild and mellow—smooth and satisfying—with a grand taste and aroma. Valuable coupon entitling you to big savings on fine pipes in each package.

***GUARANTEED FRESH**—Kenseal Pouch seals in full freshness and fragrance of Kentucky Club. Replacement or refund of money if not fresh at time of purchase.

Kentucky Club
WHEELING, WEST VIRGINIA

PIPE
SMOKERS
AND
TOBACCO
DEALERS
AGREE..



"I'll bet I've tried every brand of pipe tobacco made. But Kentucky Club in the new Kenseal Pouch is the smoothest smoke I ever tasted. And it's always fresh," says Tom Hickey, Troy, N. Y.



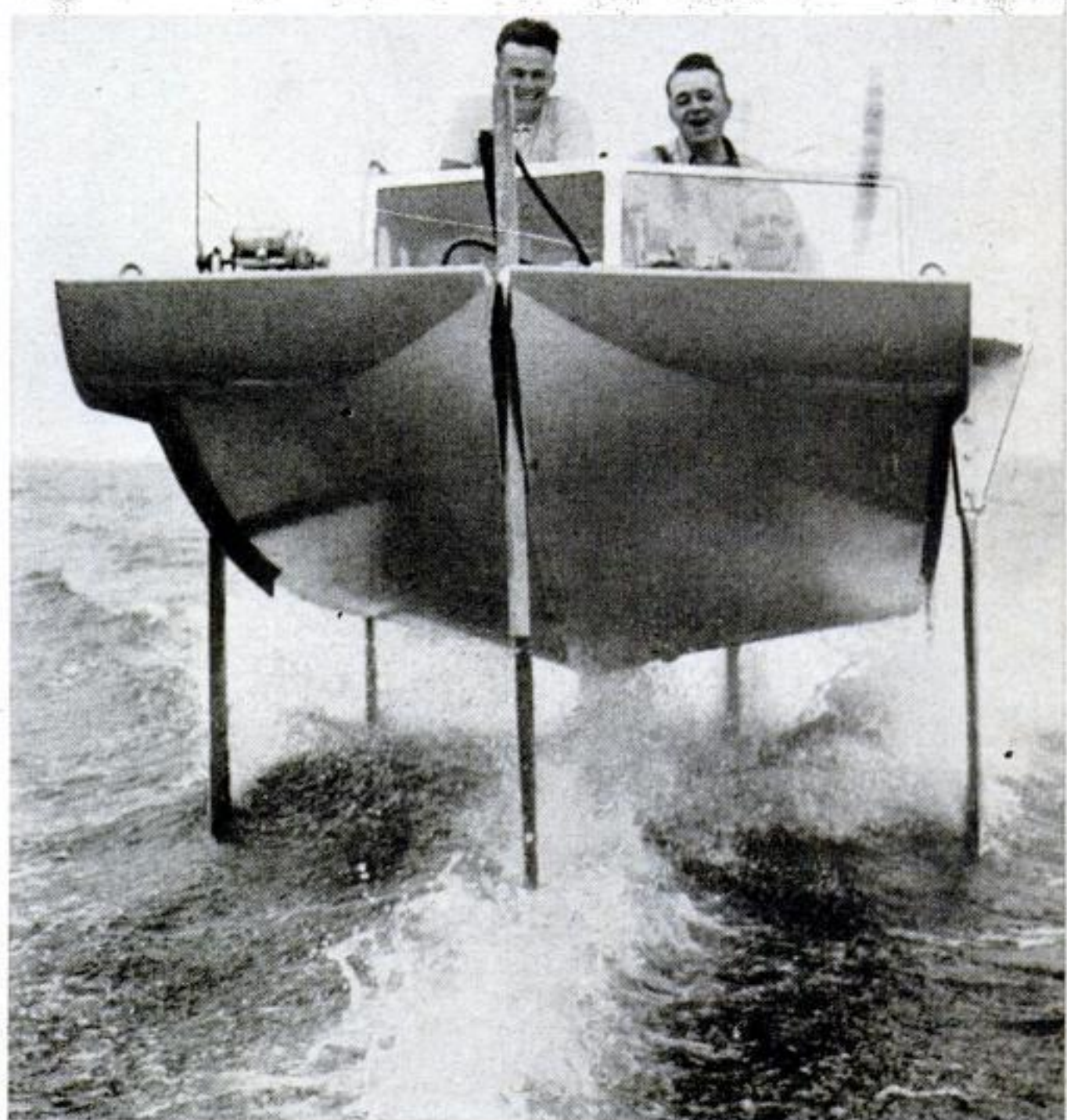
"I never get complaints about stale tobacco when I sell Kentucky Club in the new Kenseal Pouch. That pouch really seals in freshness," says Joseph L. Zieve, Smokers Haven, Columbus, Ohio.

HYDROFOILS CONTINUED

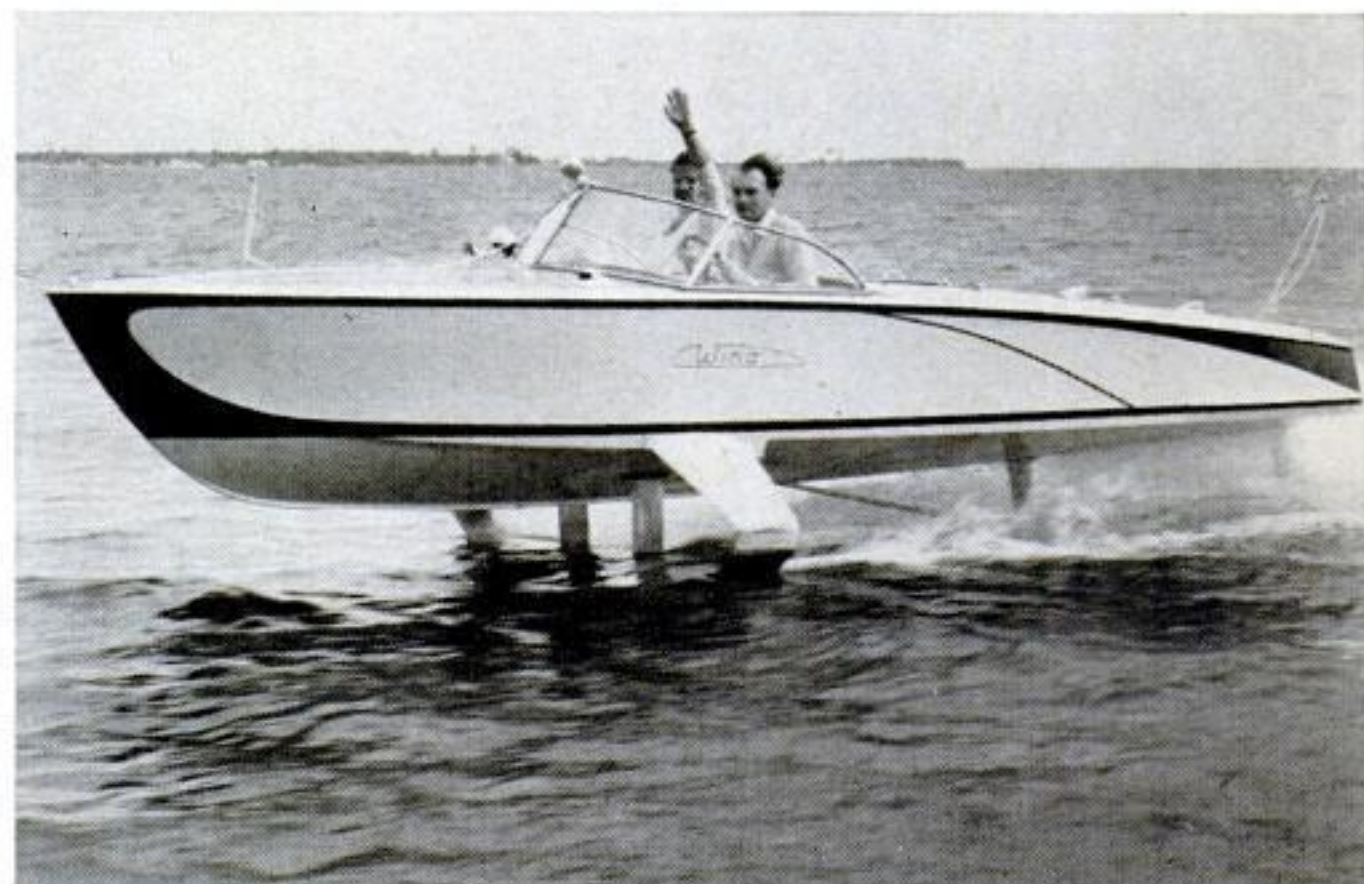
SOME SMALLER CRAFT



SURFACE-SKIMMING GEAR carries the U.S. Navy's experimental "High Pockets" boat. At top speed (46 mph) only the propeller is under the water.



AUTOMATIC CONTROL steers Gibbs & Cox Company's 20-footer. Its electronic equipment gauges height of waves, adjusts hydrofoils for smooth ride.



GERMAN SPORTS BOAT, the "Wing," is one of few hydrofoil craft available for civilian use. With Chris-Craft engine it sells for \$6,370 f.o.b. New York.

The musical that dazzled Broadway
comes singing and dancing to
the screen even more spectacular
in **COLOR** and
CINEMASCOPE



The heather hills of the Scottish Highlands are the glorious setting for the dancing, romancing and revelry of M-G-M's enchanting musical!

M-G-M PRESENTS
"BRIGADOON"
STARRING
GENE KELLY
VAN JOHNSON
CYD CHARISSE
WITH
ELAINE STEWART
BARRY JONES · ALBERT SHARPE



New entertainment magic from the same producer, director and writer who made the Academy Award-winning "An American in Paris"!



Those **BIG**
BRIGADOON HITS!
"Heather On The Hill"
"Waitin' For My Dearie"
"Almost Like Being In Love"
"There But For You Go I"
"I'll Go Home With Bonnie Jean"
... and others!

Screen Play, Book and Lyrics by **ALAN JAY LERNER** • Music by **FREDERICK LOEWE** • Color by **ANSCO** • Directed by **VINCENTE MINNELLI** • Produced by **ARTHUR FREED**

I took the "REST TEST" to prove
**ONLY THE FOAMEX MATTRESS SUPPORTS YOUR
 BODY WEIGHT IN FORM-FITTED COMFORT!**



"I WAS SHY about trying a mattress until they showed me how I could take the Foamex Rest Test in privacy—on a plastic-protected Foamex Sleep Set. Stretching out on Foamex was an entirely new comfort sensation. No buttons, no tufts—just petal-soft Foamex, covered with luxurious ticking, cradling every curve of my tense and tired body in blissful relaxation!"



"MORE WONDERFUL Foamex surprises when I got my Foamex Supreme Sleep Set home! Bed-making takes $\frac{1}{4}$ the time... Foamex mattresses never need turning. Pure, sweet Foamex air-cools and air-cleans itself. Makes frequent vacuuming unnecessary! My doctor recommends Foamex for people who suffer from feather-, down-, hair- and dust-allergies!"

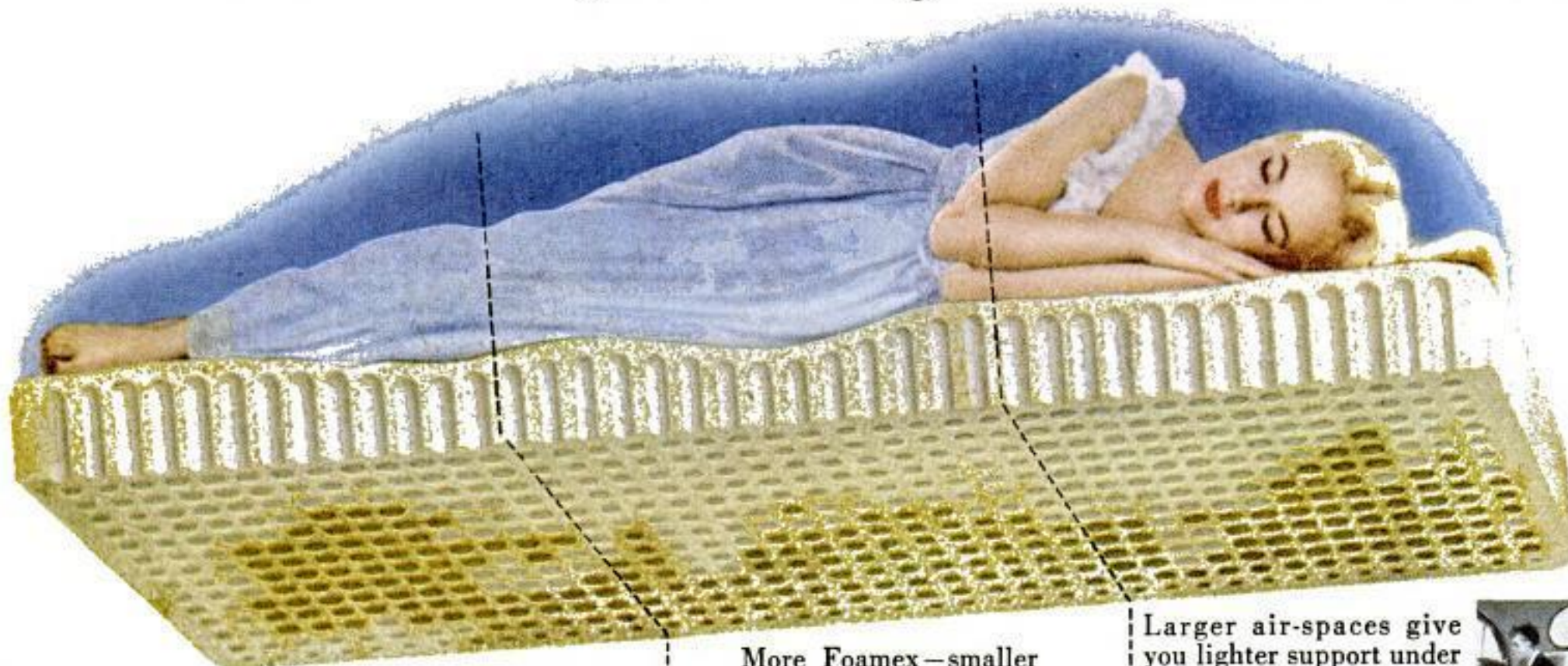


"NO NEED to cure my family of 'edge-of-the-bed-sitting' on a Foamex mattress! No worries about borders breaking down. More Foamex—fewer air spaces—gives edges of this mattress greater firmness... greater resistance to 'ups and downs!' Proof? I got a full 20-year guarantee on my \$79.75 Foamex Supreme Mattress and on the specially designed, matching Box Spring which cost \$69.75."



"MY HUSBAND is 65 pounds heavier and 6 inches taller than I. And he too, enjoys Foamex Form-Fitted support! More firm Foamex—fewer air-spaces—keeps his heavier mid-section on a level with his lighter-weight head and feet. No more fighting a too-hard mattress. No more slumping into a too-soft mattress. Relaxing on Foamex is as easy and natural as... falling asleep!"

... and now I feel like the girl on the Firestone Foamex Form-Fitted Mattress!



Larger air-spaces give you lighter support under your lighter-weight
FOOT SECTION

More Foamex—smaller air-spaces—gives firmer support for your heavier
MID SECTION

Larger air-spaces give you lighter support under your lighter-weight
HEAD SECTION



Foamex for comfort in cars



Foamex for comfort in furniture



Foamex for comfort in pillows

FOAMEX[®]
 by **Firestone**
Supreme
FORM-FITTED MATTRESS

CANADA GETS A NEW HEROINE

The impressive array of goods shown on the preceding page—including an automobile, movie camera, wrist watch, two chinchillas worth \$1,000 apiece, a diamond ring, silver tea service, matched luggage, two typewriters, a month's supply of meat and a collie dog—comprise only a portion of the spoils that 16-year-old Marilyn Bell got for the most rewarding swim in history.

Until a few days before Marilyn Bell was practically unknown. A likable schoolgirl, she sang in the choir, played badminton and liked long-distance swimming. When Florence Chadwick, the channel swimmer, undertook to swim across Lake Ontario on the promise that she would get \$10,000 if she made the 32-mile stretch, Marilyn decided to tag along for the "honor of Canada." When the American star and two other swimmers gave up, Marilyn had the lake all to herself. A fleet of boats swarmed around as she bucked waves and wind, and word of her struggle swept across Canada as radio stations gave a stroke-by-stroke report on her progress. Four times Marilyn went under and almost gave up. But exhortations and pep messages chalked on a blackboard (*below*) kept her going. When she reached shore after 21 hours in the water a quarter of a million Canadians were waiting there to acclaim her. Cash gifts for Marilyn had already exceeded \$20,000 when, a few days later, Toronto gave the new darling of the Dominion a bigger reception than it had given Queen Elizabeth four years ago.



VICTORIOUS MARILYN

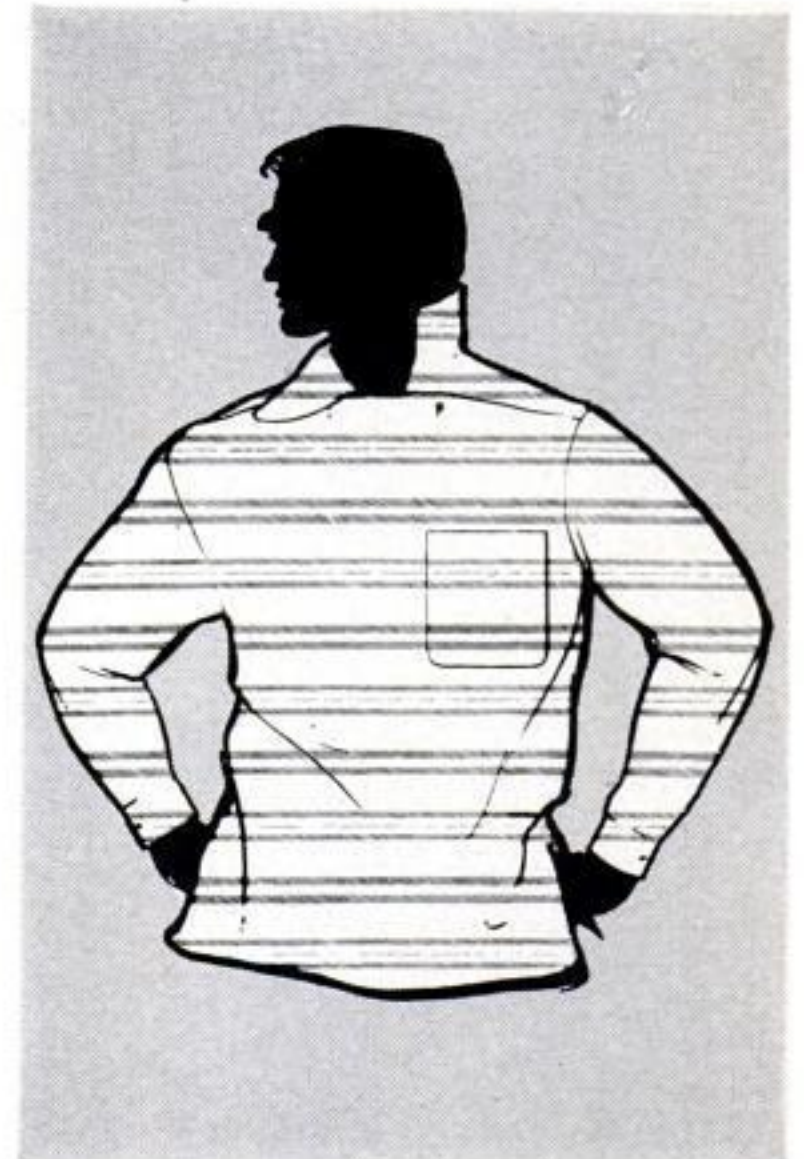


INSPIRING MESSAGES were marked on blackboard. She drank hot soup and syrup to keep up her strength. At end of swim, the lake grew very rough.



THE LAST STROKE, which for most of the 21 hours came at 50 a minute, brings Marilyn to sea wall on Canadian shore. All told, she swam 36 miles.

CONTINUED ON PAGE 66



IT from Italy—
the new style in world-famous
WILLIAM TELL
the washable wool-blend
flannel shirt by

McGREGOR

The sun-swept Riviera inspired this TTClub fashion—and it's exclusively McGregor in America! Now in that all-time fabric favorite William Tell—the soft, cozy-warm wool-rayon blend flannel that's guaranteed washable. Only **\$15.95**

Also boy-sized and boy-priced at better stores everywhere—or write McGregor Sportswear, David D. Doniger & Co., Inc., 303 Fifth Avenue, New York 16, New York. *Trademark



Looking For Luscious Dessert?
Always **REACH FOR**

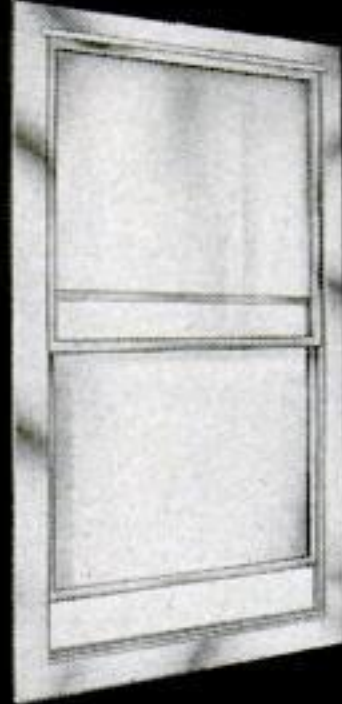
Royal



Only **ROYAL**
GELATIN DESSERT
Tastes Just Like
Fresh,
Ripe Fruit!

Duo-Matic

3-track extruded
aluminum storm-
screen window



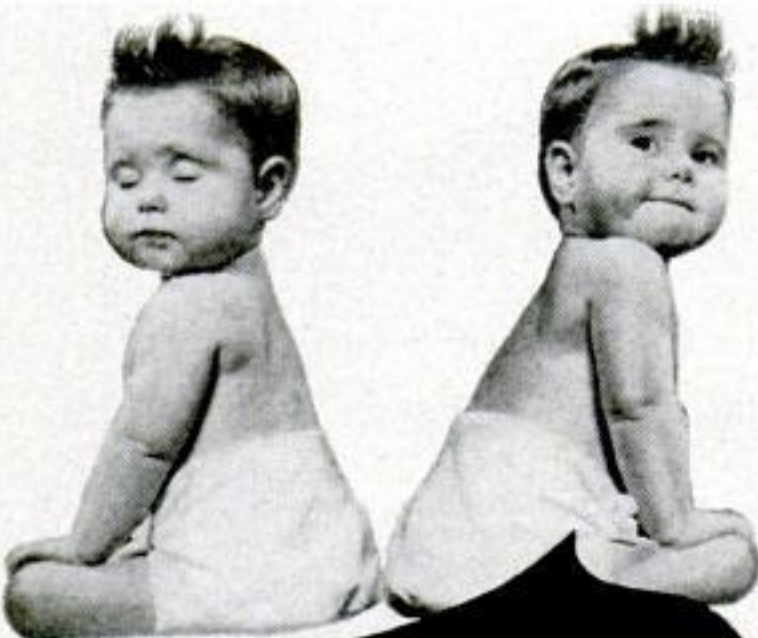
29.95 value

15⁹⁵

for opening
sizes through
29" x 55".
Other sizes
slightly higher.

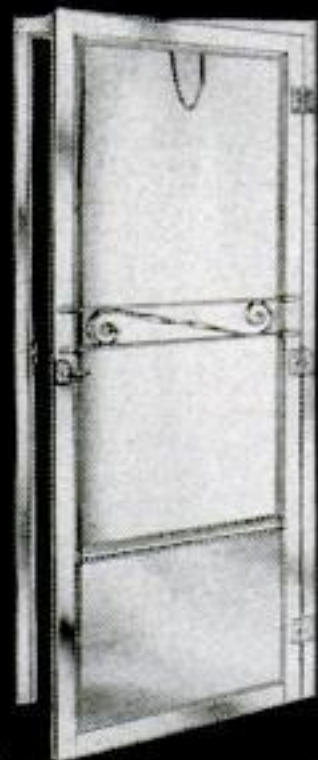
Guaranteed by
Good Housekeeping

never
need
changing!



Duo-Dor

all-aluminum
storm-screen
door



69.95 value

39⁹⁵

Any standard
size. Grille extra.
Complete with
all hardware.
Slightly higher
in some areas.

Guaranteed by
Good Housekeeping

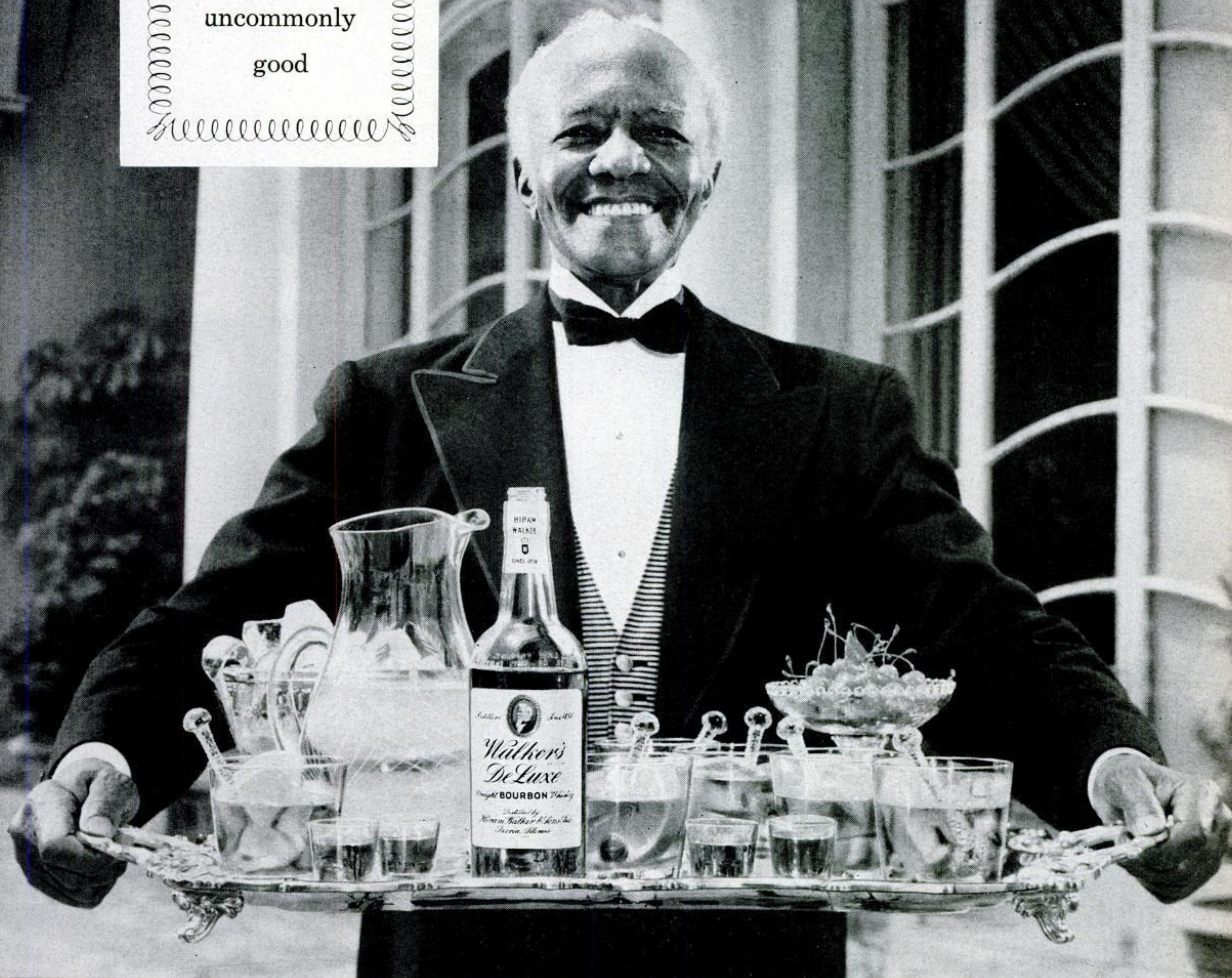
EASILY INSTALLED BY ANY HANDYMAN

At lumber and hardware dealers, or write

the weather-proof co.

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DeLuxe:
elegant
in taste—
uncommonly
good



Care for an elegant old fashioned?
It's Walker's DeLuxe!

You do a very nice thing for your guests when you serve them drinks of Walker's DeLuxe. Its elegance of flavor and notable smoothness are just what you'd expect of Hiram Walker's finest bourbon. May we suggest it—for your very next order?

New! **FRESH** stick deodorant the Modern Way To Be Safe!



cooling
quick
no dribble
no drip



Use Fresh Stick Deodorant daily

Just Stroke it on—
Perspiration and
Odor Gone!

the first anti-perspirant and deodorant stick
with a skin tonic base!

Introductory price *only*

49¢
plus tax

Fresh is a registered trademark of The Pharma-Craft Corporation

Swag for a Swim CONTINUED



IN SPOTLIGHT after swim, Marilyn arrived at the Canadian National Exhibition in major gift, an automobile, to receive her second, a \$10,000 check.



BENEATH TICKER TAPE Marilyn, sitting beside Coach Gus Ryder, rides down Toronto's Bay Street. "I'm sort of breathless," she said to the crowd.



PFAFF

modernizes home sewing

gmp

QUICK!
Turn the page!

new PFAFF

sewing miracle



**ONLY WITH A PFAFF
CAN YOU DIAL EVERY
STITCH OF THESE
CHARMING OUTFITS!**

ENDS "HOME-MADE" LOOK!

Now you can make your own clothes and look as though you're wearing a Paris original designed just for you!

The new Pfaff zig-zag machine with its exclusive Dial-A-Stitch is a sewing miracle that makes beautiful sewing simple! You no longer need to feel dowdy in the clothes you make at home. You can sew exquisite dresses . . . suits that look custom-tailored—even coats! You can add a smart monogram to a blouse that makes it distinctively yours! You can make children's dresses with applique, embroidery, or smocking that will make your little girl the prettiest girl in school. And you can do it all on a Pfaff in less time with less work than it usually takes to make just ordinary clothes on an ordinary machine.

You can't think of a stitch the new Pfaff doesn't do perfectly! It blindstitches a hem without puckering, sews on buttons, makes corded buttonholes, overcasts, embroiders, darns, sews dozens and dozens of different stitches. Even a beginner can sew like an expert in a few days on the fabulous Pfaff. There are no extra attachments necessary! With the Pfaff, you just Dial-A-Stitch! That's why it's so easy to do really beautiful work on a Pfaff!

Come in and test the wonderful new Pfaff soon. You'll find sewing is quick and easy . . . sewing is fun on a Pfaff! Women who sew and know say no other machine equals the quality of Pfaff!

No other machine is as fine as a PFAFF in performance, precision, dependability!



BEAUTIFUL APPLIQUE!



EASY BLINDSTITCHING!



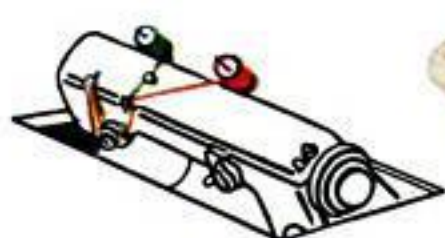
DECORATIVE TOP STITCHING!

EXCLUSIVE PFAFF
DIAL-A-STITCH
makes beautiful sewing simple!



BUILT-IN NEEDLE THREADER!

Just press a lever and your Pfaff threads itself!



FINGERTIP LIFT!

Just push a button and your Pfaff swings up into sewing position!



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PFAFF . . . famous for quality the world over since 1862!

Service guaranteed by over 2,000 dealers in the United States and Canada. Look in the classified telephone directory or write Pfaff for the dealer nearest you.

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© 1954



There is a Pfaff for every purse and purpose . . . in portables and a variety of handsome cabinets.



A DISTINGUISHED PRODUCT
FROM THE HOUSE OF SEAGRAM

The Golden Touch of Hospitality



TRY THESE GOLDEN FAVORITES TONIGHT

When you're dining out, ask for the Seagram Seabreeze to enjoy this perfect *golden* gin and tonic. And, to be *certain* your Martini is softly smooth and appetizingly dry, order it made with Seagram's Gin.

YOUR most exacting guests will praise your drink creations when they're made with Seagram's Gin and will appreciate this Golden Touch of *your* hospitality.

A Seagram Martini is a golden dry Martini of unparalleled excellence, because Seagram's Gin is so satin smooth and so pleasantly dry it is almost a Martini in itself.

And the Seagram Seabreeze is today's smartest drink. It's the perfect gin and tonic... the golden gin and tonic... a delightful year 'round tall gin drink!



For the smartest tips on your entertaining problems, Mary Grosvenor Ellsworth's new booklet "The Golden Touch of Hospitality" is available in states where legal. Send 25c to The House of Seagram, Dept. 46, P. O. Box 193, New York 10, N. Y.

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. 90 PROOF, DISTILLED FROM AMERICAN GRAIN.



MARILYN MONROE TURNS AWAY FROM WINDOW, HOLDING ELECTRIC HAIR DRIER SHE USED IN SCENE

Marilyn on the Town

STAR MAKES MANHATTAN INTO AN ISLE OF JOY

New Yorkers who normally take their celebrities with a polite head-turn or a cynical stare really flipped last week. The celebrity producing this emotional turnabout was Marilyn Monroe, in town to shoot two little location sequences for her new movie *Seven Year Itch*, made from the Broadway hit.

The big-town stampede started when Miss Monroe landed at Idlewild Airport, where 500 spectators, mostly airline employees, put on a small mob scene to get at her. In the city whistling crowds pursued Marilyn along the streets,

into automobiles, nightclubs and the theater. One of her movie scenes, at an East 61st Street brownstone, made a thousand early morning passers-by late for work as they delightedly stopped to watch Marilyn, clad in a scanty slip, peer out a second-story window (*left*). Said Marilyn, "All I said was six words—'Hi! I just washed my hair.' Of course, maybe you won't consider 'Hi!' a word." Two days later exhausted Marilyn went back to Hollywood, where the shots could have been made with far less trouble but not nearly so much fanfare and fun.

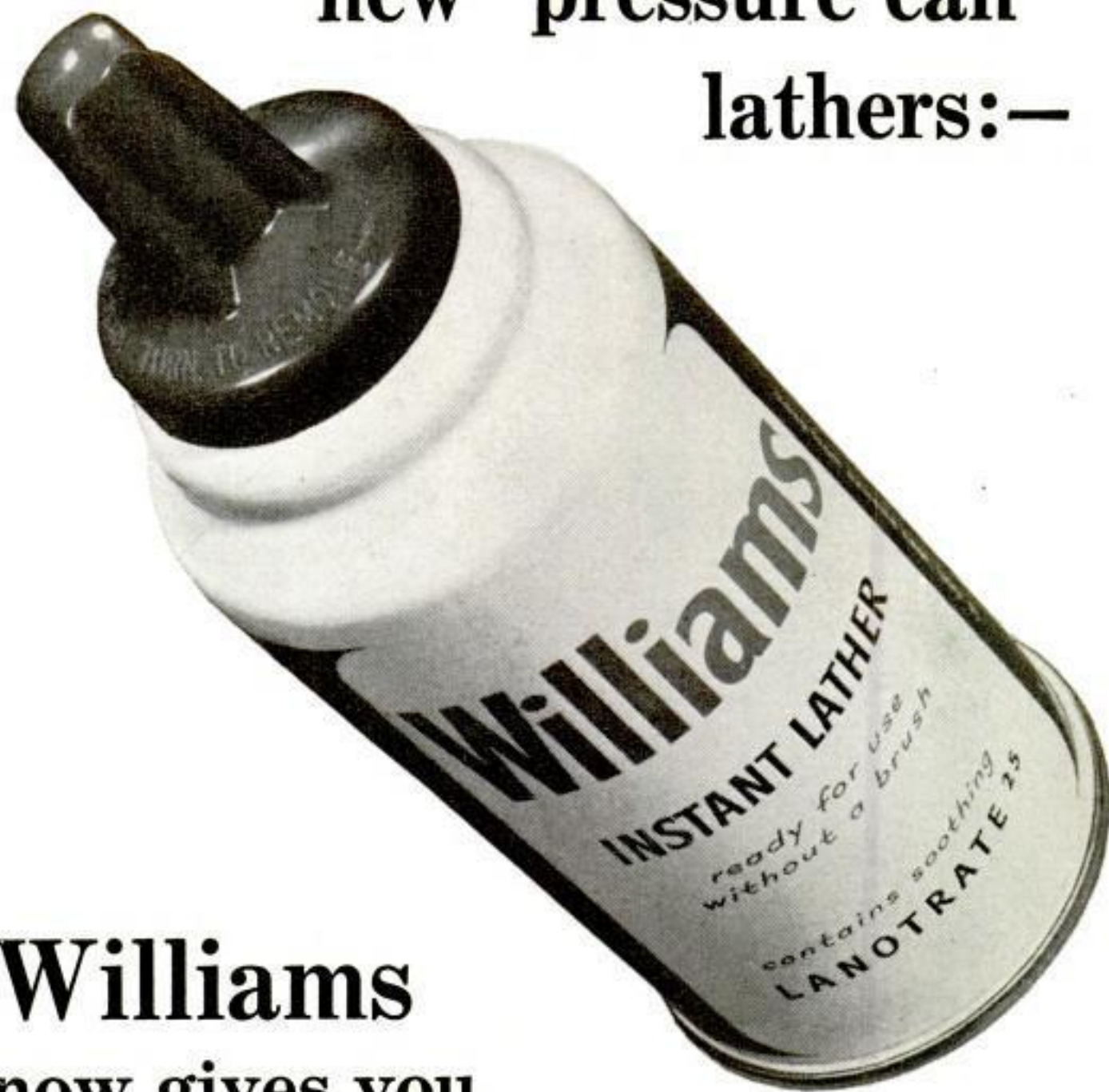


FROM UPPER WINDOW in a midtown Manhattan flat Marilyn smiles down on her screaming fans.

SCHOOL'S OUT at nearby vocational school. Boy with outstretched arms pleads for a lock of hair.



To the 6 million men
already using today's
new "pressure can"
lathers:—



Williams
now gives you
an instant lather with Nature's own
"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanotate²⁵
—revolutionizes shaving**

LANOTRATE²⁵ is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

All three with LANOTRATE²⁵

LANOTRATE²⁵ is found exclusively in Williams Shaving Creams. Williams Instant Lather. Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



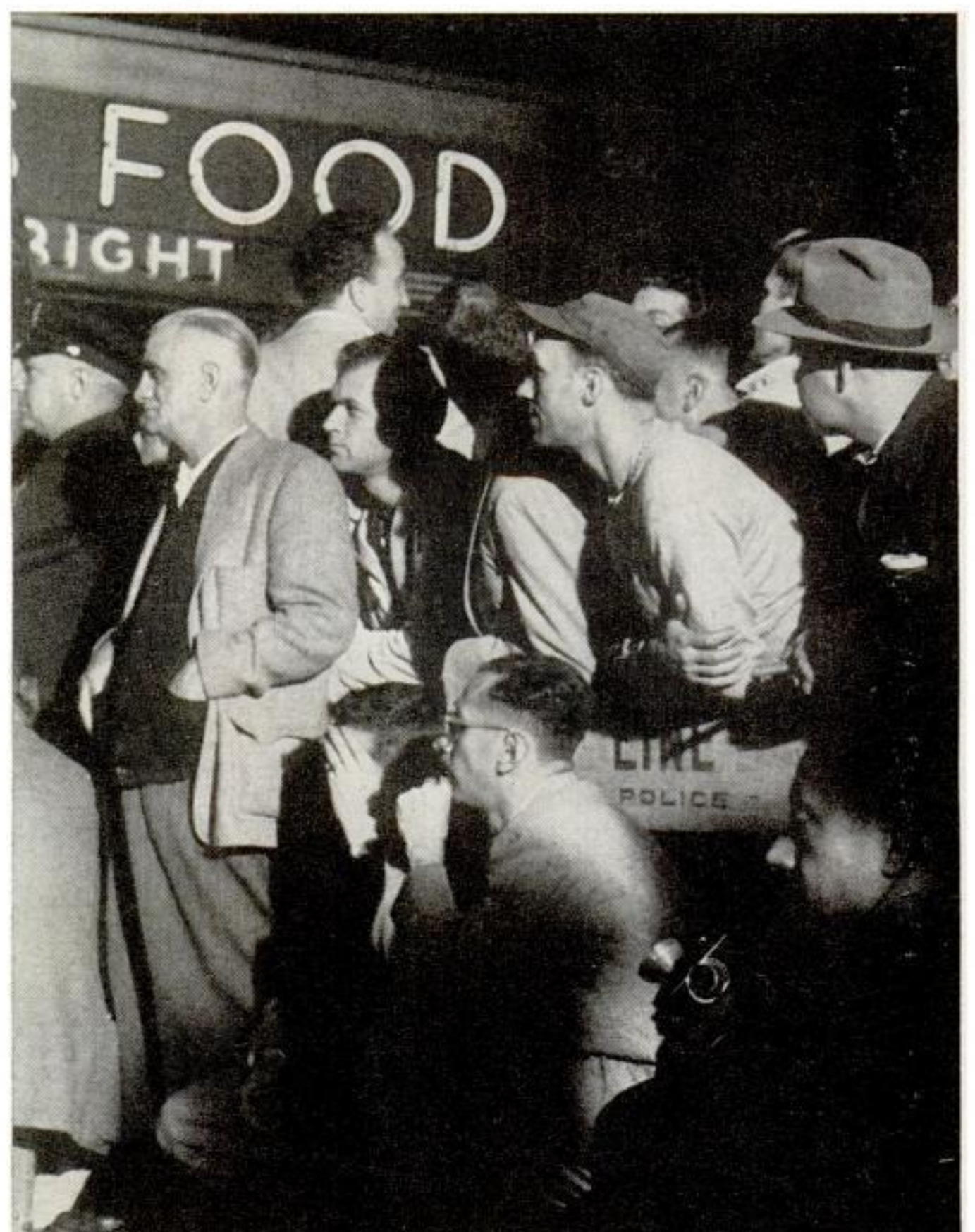
A full 3 months' supply! Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOTRATE²⁵ Instant Lather

younger looking. With regular use, LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



SUBWAY BREEZES blow Marilyn's skirts aloft as she does scene with Tom Ewell, male lead in both play and film. Breeze was created by fan below grille.



MARILYN'S FANS pack Lexington Avenue to wait for four hours in chilly New York night for the star to turn up and make 1½-minute sequence at top.

Enjoy today's **modern** ...
today's **new RC**

Dress by Kasper
of Arnold & Fox



RC now an all-time **LOW** in calories

... an all-time **HIGH** in taste!

Wouldn't you welcome a cola with full, rich flavor, but one that is low in calories? We believe you would.

Hence today's modern, today's new RC. It has the clean, refreshing flavor that has made it best by taste-test. And now it's at an all-time low in calories. Enjoy this grand new, brand new RC today with the assurance that no other cola is so low in calories yet tastes so good.

It's the finest cola ever to grace a bottle. Enjoy today's modern, today's new Royal Crown Cola. Take home a carton or a case.



So Fast You Need A Stopwatch To Time Its Speed!



FAST! You're kneeling in the tiny cockpit... one hand gripping the steering wheel... the other holding the throttle wide open. Your speed-hungry hydroplane raises itself almost entirely out of the water and roars along the surface—at 72 m.p.h! That's fast—so fast you need a stopwatch to time its speed! Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves your headache—makes you feel better—*fast!*

GENTLE! Bayer Aspirin is so gentle doctors prescribe it even for small children.

BEST! When you buy aspirin, remember—it makes a *LOT* more sense... to spend a *FEW* more cents... to get the *best*. So buy *Bayer Aspirin*.

GET THE BEST —

GET *BAYER*® ASPIRIN

MARILYN ON THE TOWN CONTINUED



IN BAREFOOT INTERVIEW with a local sportswriter Marilyn said, "I'm just a pretty girl who is soon forgotten. But not Joe. He's an all-time great."



AS MARILYN DIMAGGIO, backstage at *Teahouse of the August Moon* with her husband Joe (left) and David Wayne, she tries some Oriental eye make-up.



PROPPING HER TIRED FEET on a glass-topped hotel room table, Marilyn is briefed by one of her press agents on her rigorous next day's schedule.

Enjoy every benefit
any **KING SIZE** cigarette
can give you **PLUS***



KING SIZE
AND
REGULAR...
OLD GOLD
IS A TREAT
YOU CAN
TRUST

* Yes—enjoy a longer-filtered smoke . . . **PLUS** the reassurance of almost 200 years of quality tobacco experience . . . **PLUS** the world's foremost tobacco craftsmanship . . . **PLUS** a blend of the world's best tobaccos. For a true king size treat, turn to Old Gold . . . a name you can trust.

For the best years



Super-Stor combination refrigerator-freezers — both single-door and 2-door models — have true food freezers and fully automatic defrosting. There are 9 Hotpoint models.

Foods come straight out to you! Slidaway shelves, slide-out drawers, swing-out Meat Mart...



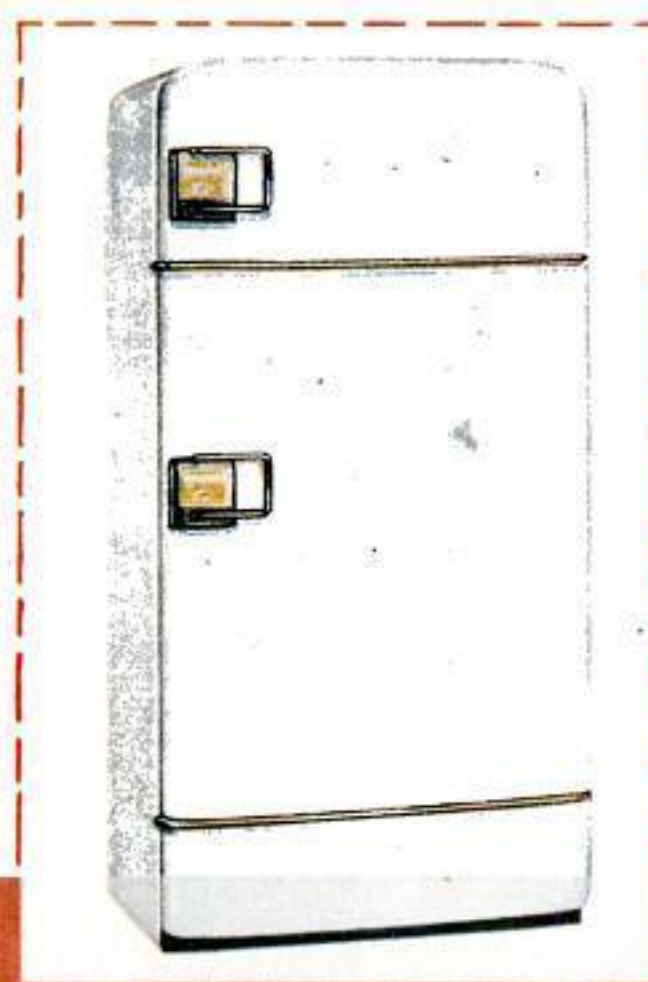
of your life

When the youngsters are grown, your Hotpoint Super-Stor Refrigerator will still be in style... still assure dependable food protection.

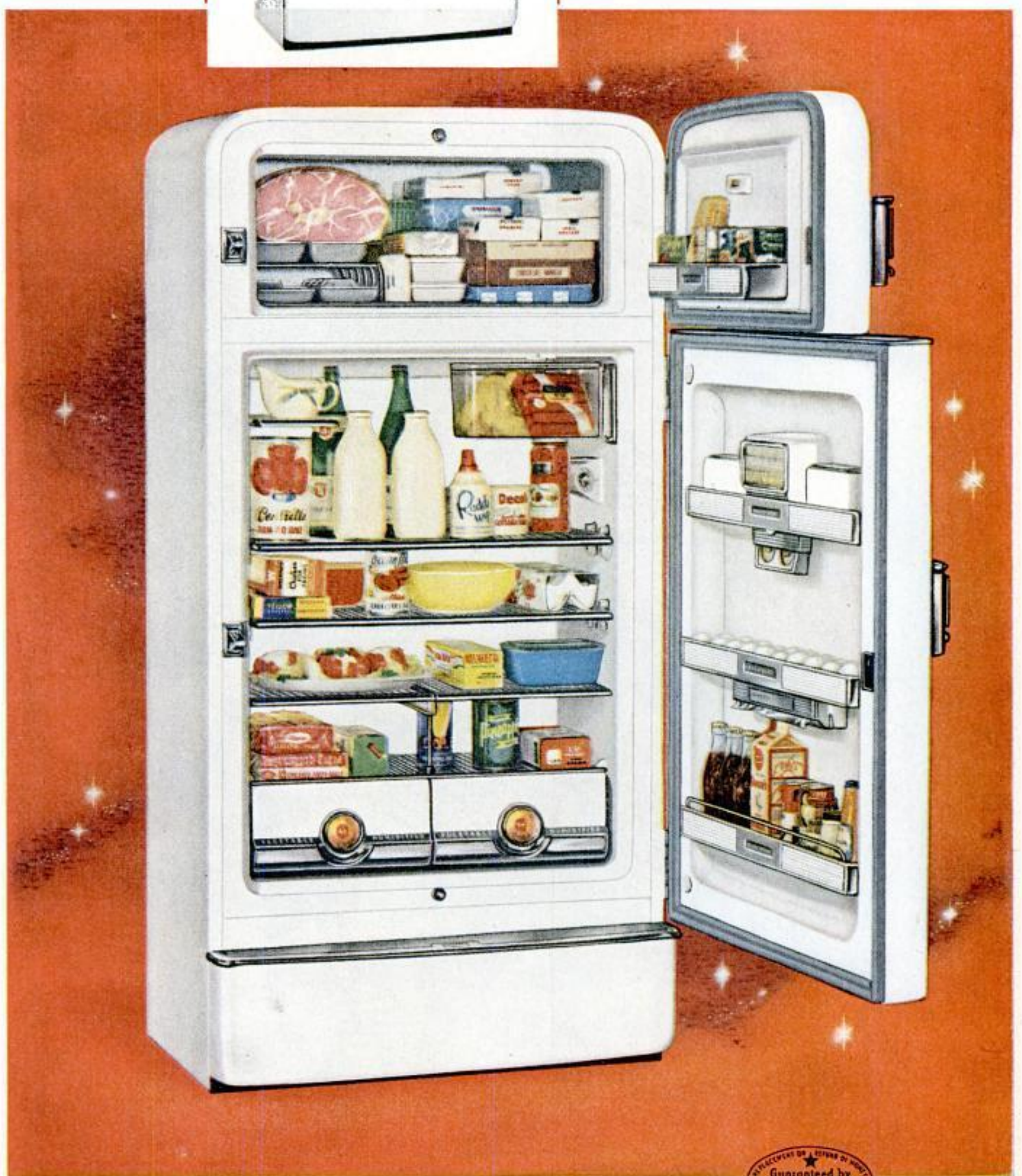
When you get right down to it, few things are more important to your loved ones' health and happiness than wholesome food — food safely *stored* or safely *frozen* until the moment you need it.

Hotpoint Super-Stor Refrigerator-Freezers provide you with every proved convenience feature, in addition to this safe, sure dependability.

Super-Stor Refrigerators also have — as a visit to your dealer's store will prove — the extra quality, and the enduring style, to keep them beautifully new for the 25 years they are built to serve you.



Enduring good design, dependable automatic operation, genuine convenience, stamina to give years more service — these are important reasons so many families decide on the Hotpoint Super-Stor.



This is the 2-door Hotpoint Super-Stor with the 88-lb. true freezer and every practical modern convenience.



Hotpoint

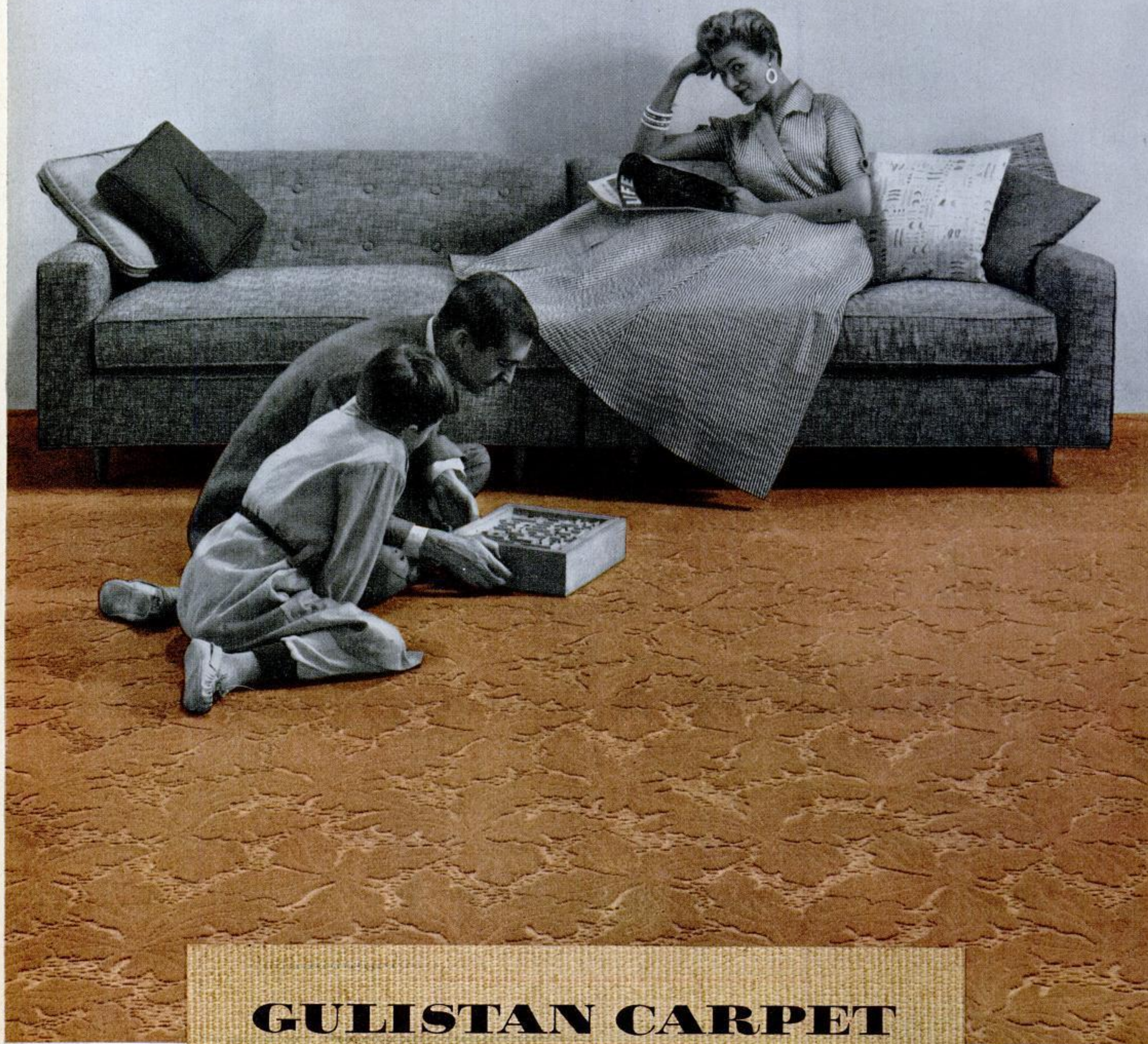
Changes your viewpoint... automatically

Be sure your family enjoys "Ozzie & Harriet" on TV every week

Ranges Refrigerators Dishwashers Disposalls® Water Heaters Food Freezers Automatic Washers Clothes Dryers Cabinets Air Conditioners Dehumidifiers

...and the men like to hang around the house. Next to your pretty self there's

nothing like a comfortable home to keep the men content. And Gulistan Carpet is the one furnishing that adds most to your coziness. Fashioned with a half-century of skill, Gulistan Carpet gives warmth... spreads a pleasant layer of quiet... enriches with its color. Just peek below at Renaissance Gulistan Carpet. All-wool, it costs about twenty dollars a square yard. Luxury or budget, Gulistan Carpet in all-wool, cotton or blended yarns assures you smarter styling and long wear. Visit your Certified Gulistan Dealer soon. You'll be glad you got Gulistan Carpet.



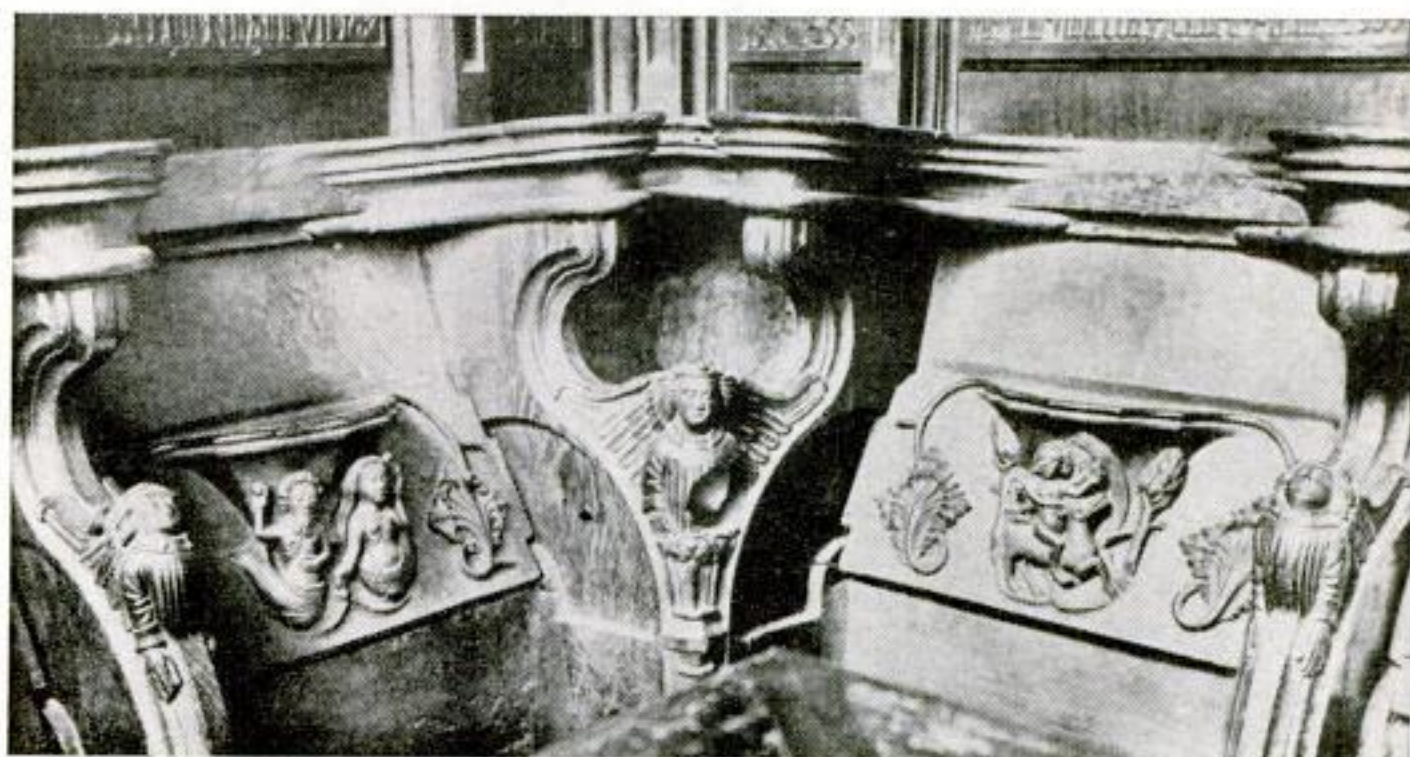
GULISTAN CARPET

MADE IN THE U. S. A. BY AMERICAN CRAFTSMEN • A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK

Ribaldry in Medieval Churches

SEATS HIDE DROLL SCULPTURES

Though it is not mentioned in many guidebooks, some of the most unusual and exquisite medieval art can be found under the seats in the pews of English and European cathedrals and parish churches. These seats usually had pivots or hinges so that they could be turned up, like modern theater seats. Under each one was a small projecting ledge called a misericord, or "indulgence," because invalids or crippled persons, or even the clergy, could lean on them when they grew tired of standing during the hours-long medieval church services. Restricted to serious treatment of religious subjects in most other parts of the cathedrals, the medieval artists let themselves go in carving the misericords. With a lively sense of humor, they sculptured earthy versions of biblical happenings along with some ribald and risqué versions of the everyday life around them.



SETTING FOR CARVINGS is pew seats, here folded up to show the misericord ledges. This is Church of the Holy Trinity at Stratford-on-Avon in England.



MISERICORD FROM ABBEY OF ST. LUCIEN IN FRANCE SHOWS DISTRAUGHT WIFE WRINGING HANDS AS HUSBAND LIGHTS THE OVEN WHERE HER LOVER IS HIDING

why **PORK** prices are **LOWER** now

Lower prices this fall are the result of much more plentiful supply—which is the result of a chain of events that started over a year ago.



1. It takes corn to make pork. But the last time there was a bumper pig crop, hog prices came way down while corn prices stayed up. As a result, many farmers decided that it wouldn't pay to turn as much corn into pork the next year, and pork production dropped 20%.



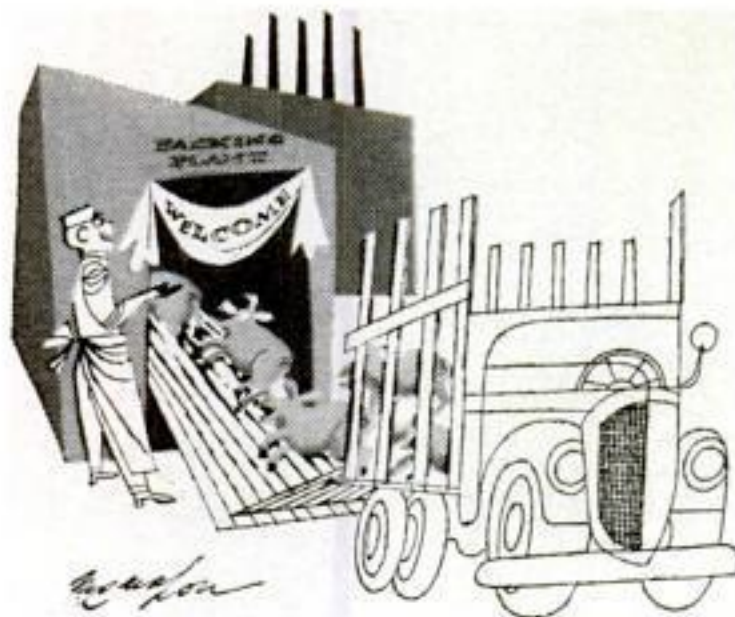
2. Then last winter, when pork supplies were low (we'd eaten ourselves nearly out of it), demand stayed high. So prices started going up—up—up!



3. But the higher prices showed, though, that people wanted—and were able to buy—a lot more pork than they'd been getting.



4. So growers decided to boost their hog production. Last spring they started 56 million pigs eating their way to market. (6½ million more than the year before.) Meanwhile, pork got even more scarce because it takes about 6 months for a piglet to grow to pork-chop size.



5. These spring-crop porkers started coming to market early this fall. They'll keep coming, in plentiful numbers, for the next few months. By the time they're all brought to market, another pig crop, started this fall, will be ready to sell.



6. When we start getting more of any kind of meat than there has been, and demand remains about the same, prices just naturally come down. That's happening now on pork. And when consumers help themselves to the values that go with these larger seasonal supplies, we help to give livestock men the assurances they need to grow meat we'll need later on.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

Members throughout the U. S.

RIBALDRY IN CHURCHES CONTINUED



DRUNKEN HUSBAND, cowering before the angry stare of his wife, is carted home in a wheelbarrow on a misericord from the Abbey of St. Lucien.



MR. JOHN NOBODY is title given to grotesque figure carved in church in Hereford, England. Acrobats and contortionists were favorite subjects.



ADAM AND EVE, looking happy even though they are being driven out of Eden by an angel with flaming sword, are in Worcester Cathedral, England.

CONTINUED ON PAGE 82

LOVABLE



'RINGLET' BRA

150

HOW TO FEEL LIKE A MILLIONAIRESS . . .

LET LOVABLE SUPPORT YOU!

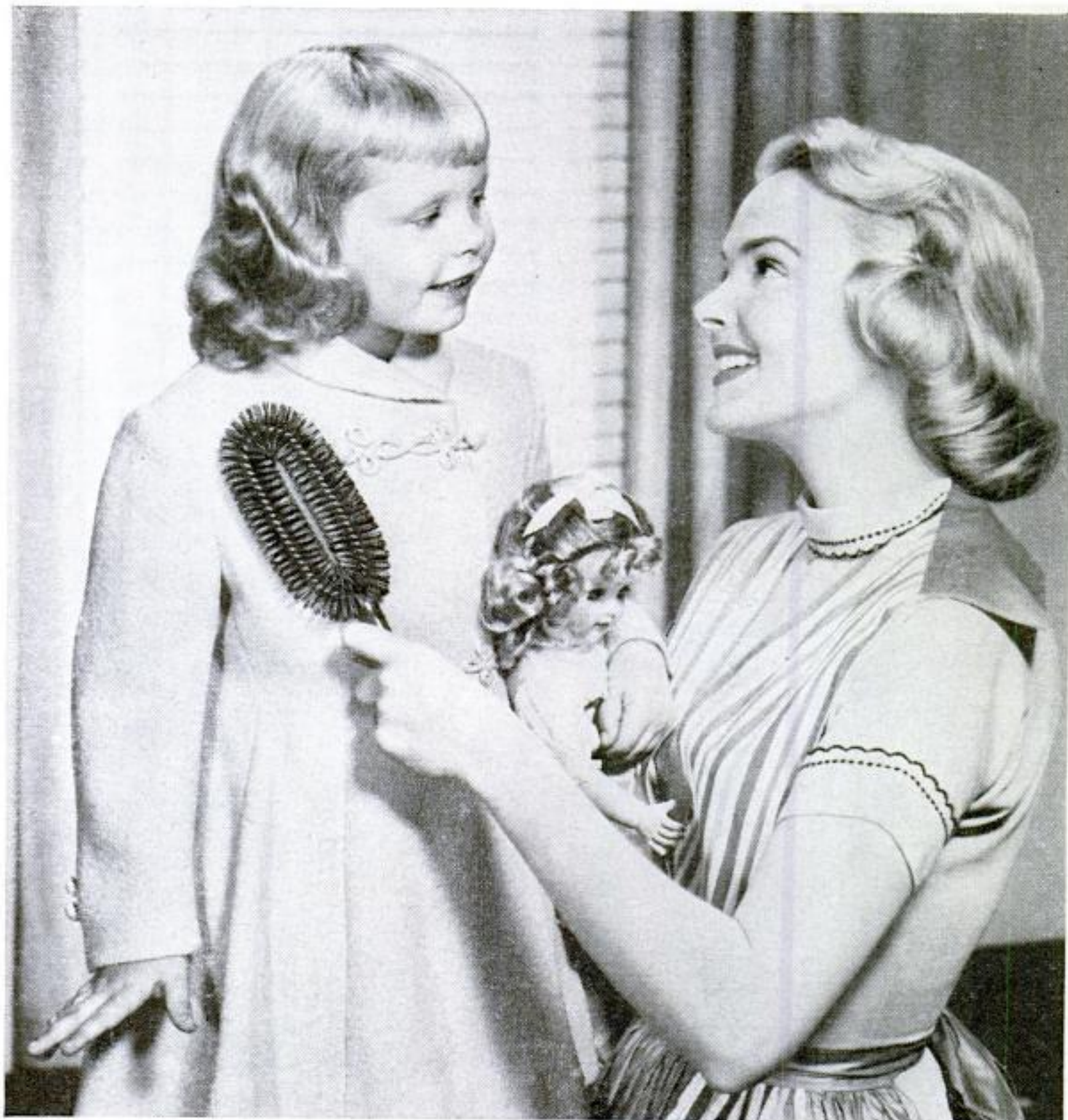
This is the way to live . . . all curves and lovely contours with no cost to your freedom. Pretty soft, but Ringlet's stitched cups and "Avalon" lined band hold you firmly in line. Who needs a fortune? Ringlet costs just \$1.50!

• Wherever you like to shop, or write, Dept. L9:

The Lovable Brassiere Co. • 180 Madison Avenue • New York 16 • Also in Canada



For lessons in looking pretty . . .



CHOOSE BRUSHES WITH

stay-lively bristles

OF DU PONT **TYNEX*** NYLON



Good grooming is becoming second nature to this lovely miss! She's quickly learning all the wonderfully practical features of brushes bristled with "Tynex." And Mother likes the real economy these brushes offer . . . because they last longer and perform better.

In both personal and household brushes, "Tynex" means bristles that are exceptionally durable . . . never get soggy . . . never absorb odors. You can keep "Tynex" bristles fresh and sparkling with a rinse and shake . . . and you can sterilize by boiling. So next time you buy brushes, look for "Tynex"—the bristles that carry the Good Housekeeping Guaranty Seal.

Incidentally, the lifelike hair of the doll in the picture above is long-lasting "Tynex," too.

*"Tynex" is Du Pont's new registered trade-mark for its genuine nylon bristles.

Look for Du Pont **TYNEX** nylon bristles
when you buy brushes



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

RIBALDRY IN CHURCHES CONTINUED

MISERICORDS IN THE U.S.

Misericords can also be found in Hartford, Conn. in a chapel donated to Trinity College by the late William G. Mather, a steel company executive who graduated from there in 1877. Two of the carvings at Trinity are under the seats as in the European churches. Others are on the arms of the pews. While some of them deal with religious subjects, most express college traditions with a distinctly American flavor.



FOOTBALL is memorialized in misericord by carving of player making a catch. Professors and clergy but not the student body sit in these pews.



BASEBALL is represented by catcher crouching in front of umpire. Other figures on pews include campus dog, janitor, studious scholar and Father Time.



PROFESSOR suggests a typical absent-minded teacher—no one in particular. The carvings were done by a Boston firm between 1935 and 1940.



Just the kiss of the Hops

no harsh bitterness

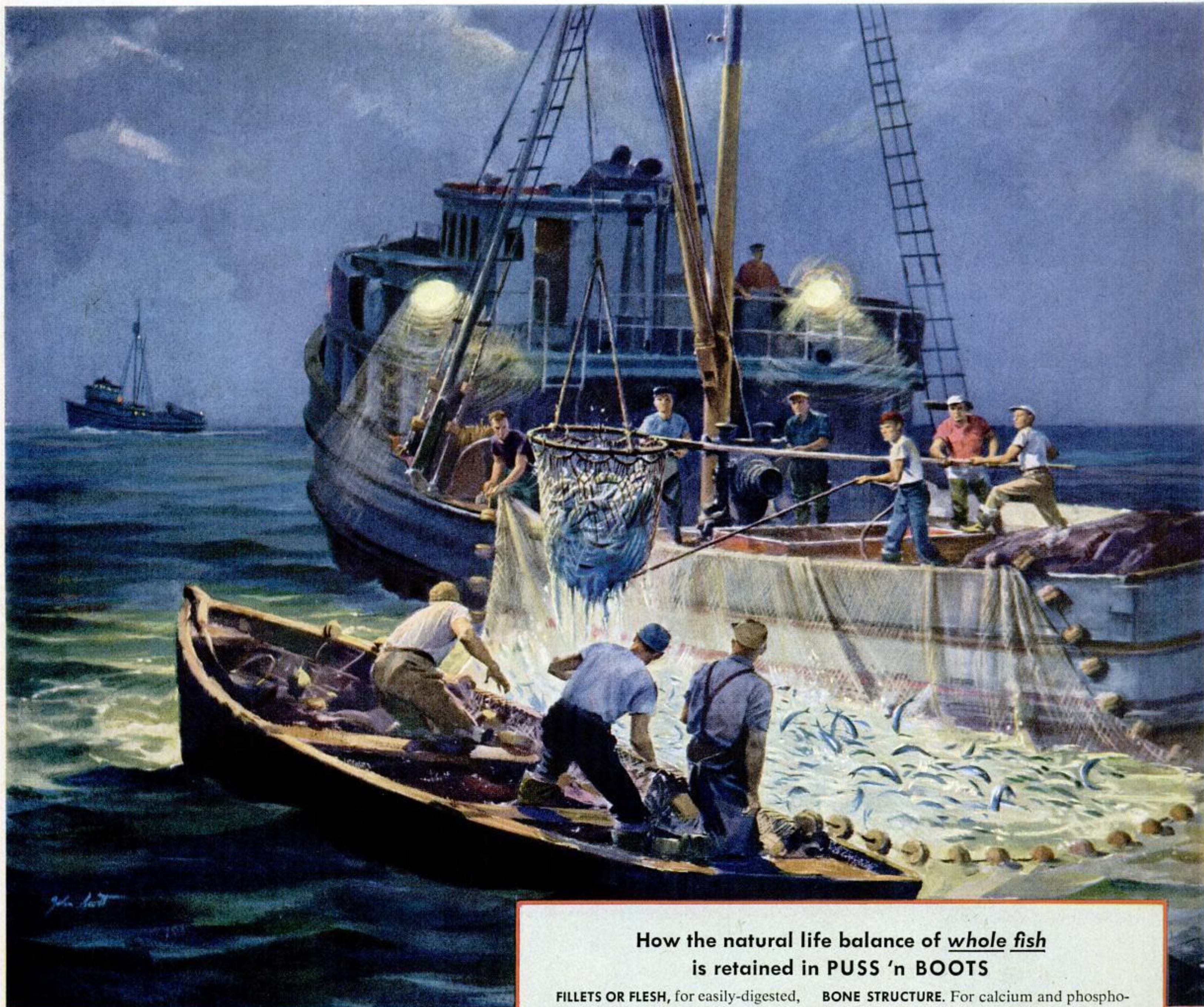
SCHLITZ POURS FROM THE BOTTLE WITH A HAPPY LITTLE CHUCKLE... shimmers and dances with life as it fills your glass. And as you lift that glass, your taste gets a lift in enjoyment, too... a flavor never matched by any other beer. In Schlitz you taste the richness of time, the essence of care, the perfection of skill. And through every glass runs the delicate fragrance and flavor of the hops... just the kiss of the hops... not a trace of harsh bitterness.



If you like beer you'll love Schlitz.

THE BEER THAT MADE MILWAUKEE FAMOUS

Miles at sea, our ships catch



Far out on the moonlit sea ocean-fresh fish caught just for cats are put aboard a Puss 'n Boots ship. For a full-color 11" x 14" reprint of this original painting by the famous illustrator, John Scott, send 50¢ to Puss 'n Boots, Dept. L-8, Box 1459, Grand Central Station, New York 17, N. Y. and ask for "Fishing Scene."

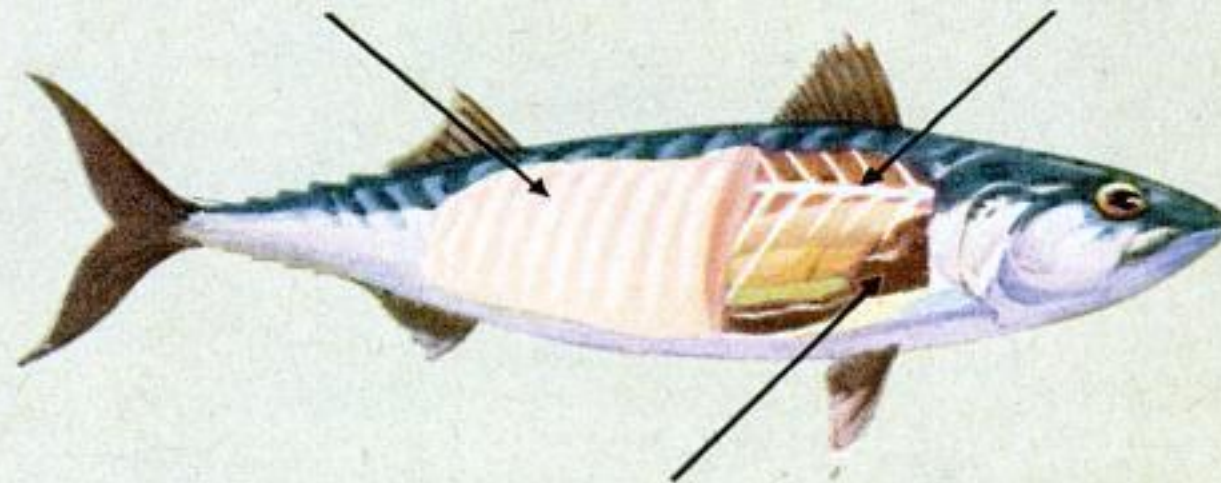
From the cleansing depths of the ocean ...fresh-caught whole fish

Puss 'n Boots fleets catch fish fresh from the depths, just for cats. These fish, usually netted at night, are unloaded at Puss 'n Boots canneries by sun-up. Here the *whole* fish—with all its incomparably wholesome elements left intact—is thoroughly ground, mixed with palatable cereals, and pressure-cooked in the can. No part of the fish caught by Puss 'n Boots ships—not even the costly fillets—is ever set aside for *human* consumption. The *whole* fish, fresh and superlatively nutritious, is processed *just for cats*.

How the natural life balance of whole fish is retained in PUSS 'n BOOTS

FILLETS OR FLESH, for easily-digested, growth-promoting proteins. Generally reserved for human consumption...but retained in Puss 'n Boots.

BONE STRUCTURE. For calcium and phosphorus, vital for sound, sturdy frame. Made crumbly and digestible by special processing...and retained in Puss 'n Boots Cat Food.



LIVER, GLANDS for Vitamins A, D, B, including riboflavin, thiamin, niacin—and minerals—essential for healthy nerves and tissue, general well being. Frequently extracted for medicinal uses...but retained in Puss 'n Boots.

these fresh, health-laden fish

JUST FOR CATS

That is why Puss 'n Boots Cat Food furnishes the unsurpassed benefits of food kept pure and healthful by nature...why it assures beauty, pep, better growth.

Of all the things you can feed your cat, there is probably no single food from any source that will nourish him as well as fresh-caught, whole fish. This is so, biologists report, for two reasons: natural life balance, and natural purity.

Natural life balance in whole fish

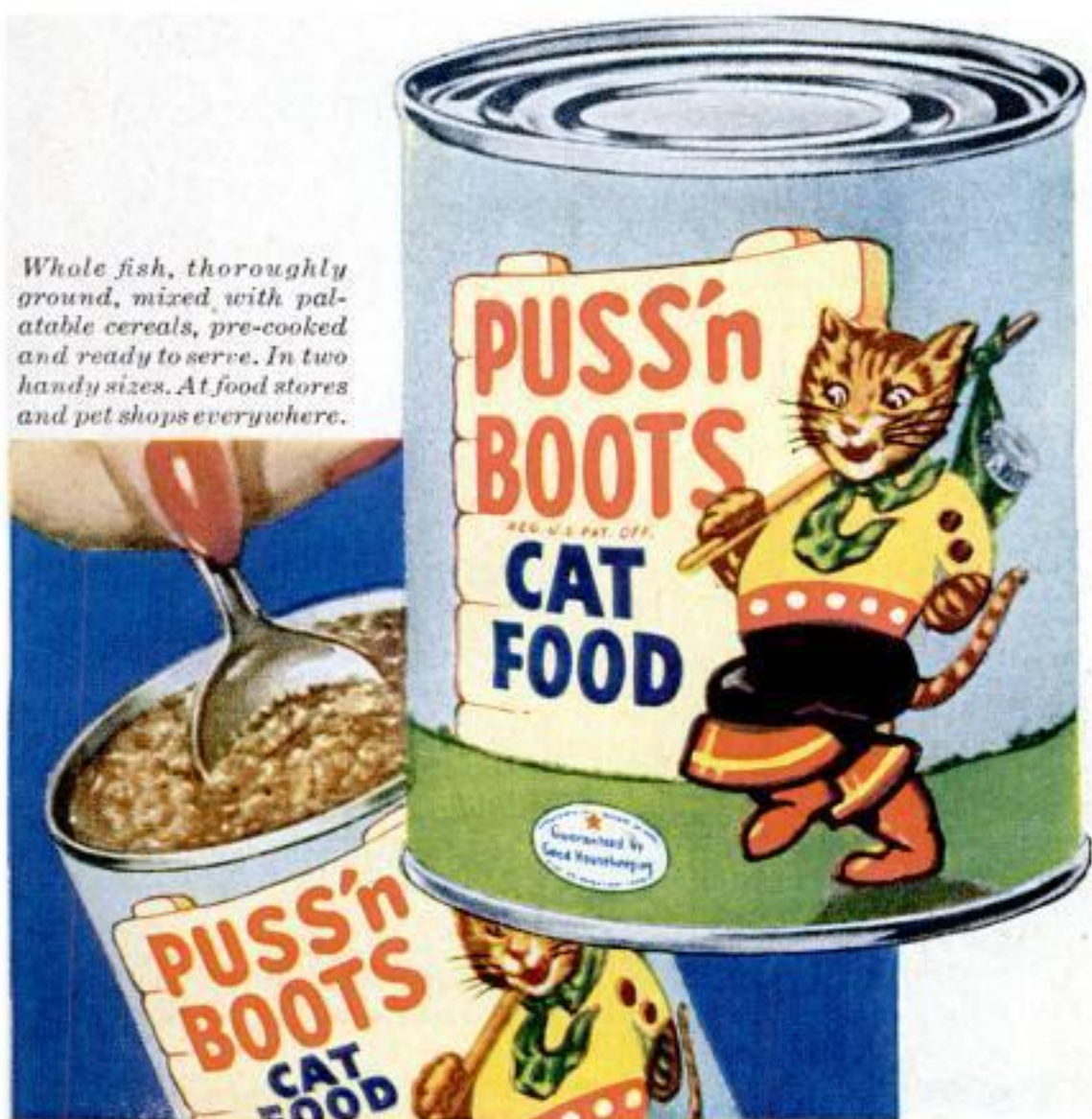
The whole fish represents nature's own ideal balance of life-giving factors. Puss 'n Boots Cat Food, made from fresh-caught *whole* fish (not from by-products), retains that balance, as it existed in the living fish.

Natural purity of fresh-caught fish

Whole fish, fresh from the sea—the only kind ever used in Puss 'n Boots—is completely, naturally free of organisms which might harm your cat. (This is acknowledged by public health agencies in a most revealing way: deep-sea fishing requires far less supervision than almost any other food-processing industry.) This assured purity of the fish in Puss 'n Boots is *another* safeguard for your cat's health.

Puss 'n Boots is convenient to serve

Puss 'n Boots comes ready-to-serve from the can, with nothing for you to cook or mix. Why not get a week's supply next time you go shopping? Feed it regularly—your cat's new grace, beauty and vigor will warm your heart!



"Who wouldn't be a proud mother, with kittens like these fluffy little beauties?" For a full color 8" x 10" reprint of this Chandoha photo, send 25¢ to Puss 'n Boots, Dept. L8, Box 1459, Grand Central Station, New York 17, N. Y. and ask for "Cat picture."

PUSS 'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD...ADDS THE PLUS IN HEALTH, BEAUTY, VIGOR

COAST FISHERIES, DIVISION OF THE QUAKER OATS CO., WILMINGTON, CALIFORNIA

Now you can make juicy, tender Pot Roast
from inexpensive cuts of beef

Spry makes the difference!



Here's All You Do!

Put $\frac{1}{4}$ cup Spry in heavy kettle over medium heat. Then put in 4 to 5-pound piece of chuck, rump or round, and brown it well on all sides. Sprinkle with two teaspoons salt and $\frac{1}{4}$ teaspoon pepper. Cover and simmer over low heat about four hours or until tender, adding 2-4 tablespoons water occasionally to prevent sticking.

When you brown your roast with pure, digestible Spry, you *seal in* its natural juices — you don't lose them in the pan. Lever Brothers unconditionally guarantees that with Spry you cook even inexpensive cuts of beef as juicy and tender as cuts that cost a lot more. You'll agree, or we'll return your money. For more recipes, drop a postcard to Spry, Lever Brothers, 390 Park Avenue, New York 22, N. Y.

Spry makes just about everything you cook taste better!



PARIS COPY AT LEFT (BERGDORF GOODMAN) RESEMBLES CHIGNON WHILE OTHER (HENRI BENDEL) ENCLOSES ONE

Perched Hats on Buns

DIMINUTIVE CAPS CLING TO LONG, COILED-UP HAIR

Foresighted women who have let their cropped hairdos grow out have gained a fashionable edge since longer hair is once again in style. They can also take advantage of an accompanying new hat style which causes the wearer to draw her long hair back and up, then top it with a precariously perched "chignon cap." The tiny hats are named for the chignon or bun of hair to which they cling. Sometimes they

emphasize the chignon, sometimes cover it and sometimes take the place of it. Unlike the nape-heavy hair style of a few years ago, chignons are now small, simple and worn high on the head. The neat caps that adorn them are designed to be worn with a smooth brow uncluttered by bangs or spit curls. Above the new dresses and suits with stand-away collars, they call attention to a long and slender neck.



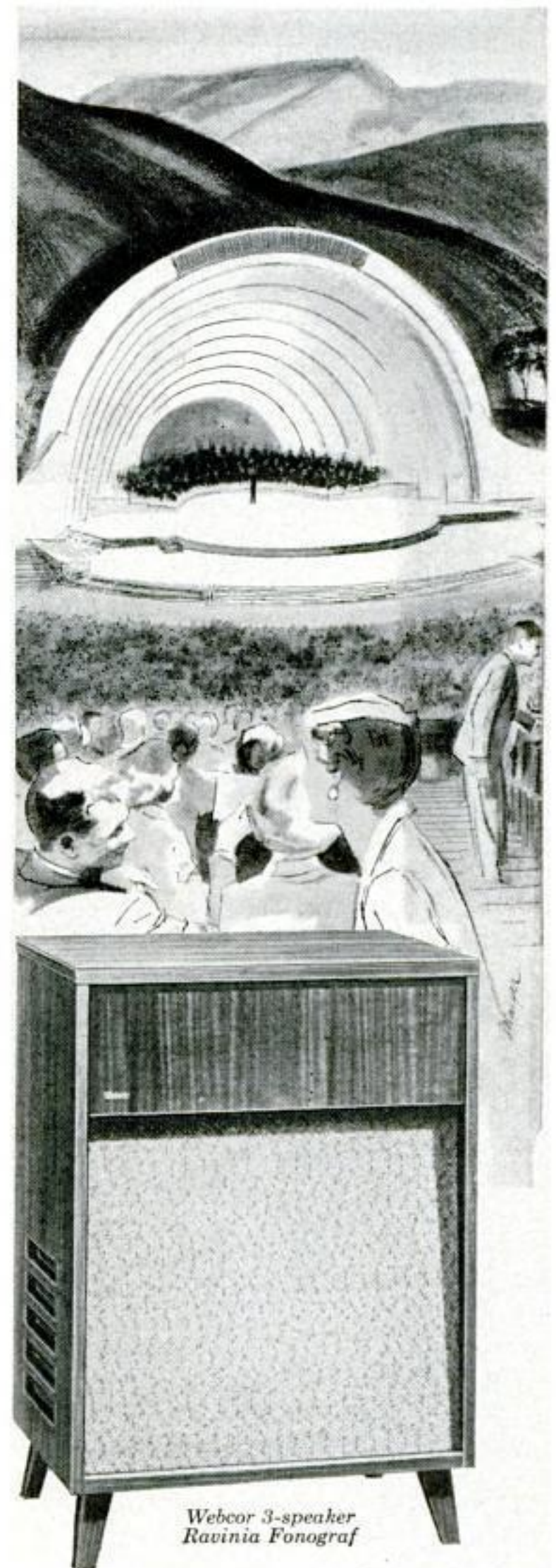
VELVET is draped to cover back of head in chignon hat (Bergdorf Goodman, \$59.50) held on by bicycle clip.



FUR makes band tied with streamers (Madcaps, \$8), encircling a fake bun of Dynel (Fleischer, \$5.95).



COTTON covering teen-ager's pony tail is dime store bandanna wrapped by wearer and secured by a comb.



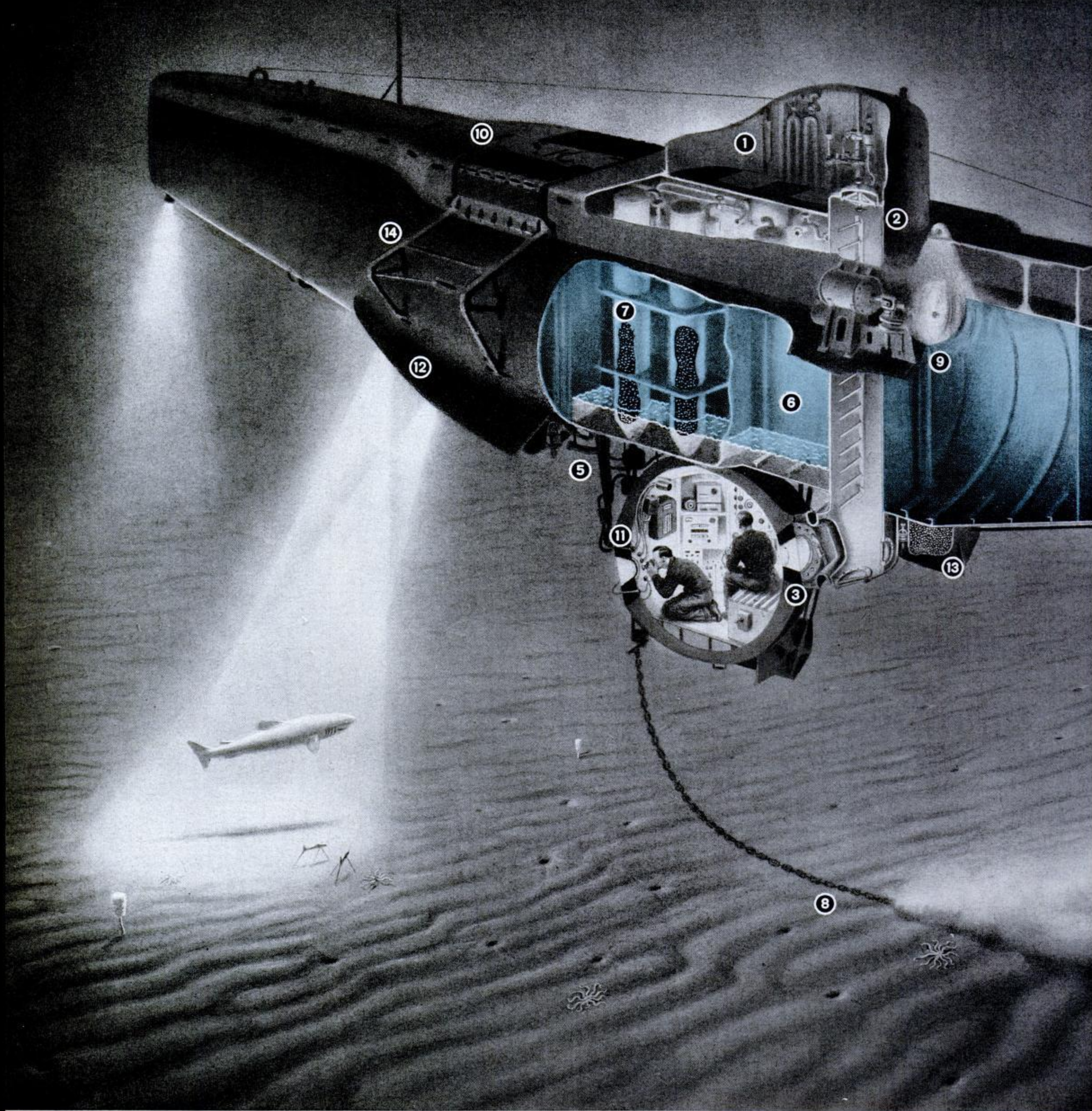
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WEBCOR
HIGH FIDELITY
is like being in
Hollywood Bowl

It's true. Webcor electronic wizardry can bring the "living presence" of Hollywood Bowl right into your home. The amazing 3-speaker Ravinia surrounds you with every subtle musical overtone . . . every record turns into a genuine performance of living realism. A powerful 10 watt amplifier provides the power to bring out all the highs and lows. The two 10 inch speakers and one 3½ inch tweeter speaker cover the complete audio range. The famous Webcor Diskchanger that plays all three speeds and records features a GE magnetic pick-up. The combination of these basic elements in a hand rubbed, acoustically balanced cabinet brings you a cycle range of 30 to 20,000. See and hear the Ravinia now. Only \$249.95

all music sounds better on a
WEBCOR

Prices slightly higher west and subject to change.
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HOW THE BATHYSCAPHE OPERATES UNDER THE SEA

In the eternal darkness of the sea floor the cruising bathyscaphe fixes a deep water shark in the glare of its lights. The ship is free from any ties to the surface and can rise or sink through the water like a free balloon through the air. It consists basically of a submarine-shaped 20,000-gallon tank of gasoline, divided into connected compartments, which supports the crew's 12-ton steel gondola, slung beneath it. Gasoline is used because it is

lighter than water, and buoys up the bathyscaphe.

Preparing to dive, the crew descends from the conning tower (1) down the ladder of the vertical air lock, or "sas" (2) into the gondola. After the hatch at the top of the sas has been closed, and the gondola's massive door (3) locked behind them, sas and air tanks (4) are flooded with sea water. The bathyscaphe then begins to sink.

During the descent the increasing pressure causes

the gasoline (blue in drawing) to shrink. To prevent the gas tank's thin-skinned hull from buckling as the gasoline contracts, an open intake pipe (5) in the hull's belly allows sea water to flood slowly into the central gas compartment (6), thus equalizing the pressure inside and out. As the bathyscaphe nears the ocean floor, iron pellets used as ballast are released from hoppers (7) until the craft comes to rest a few feet above the bottom. Dragging a

A VERTICAL VOYAGE TO THE BOTTOM OF THE SEA

Eyewitness describes sights and sensations of a 1½-mile dive in France's record-breaking underwater craft, the bathyscaphe

by KENNETH MACLEISH

As unknown areas of land grow fewer, man's curiosity turns to the sea. Instruments have revealed many of its secrets, but men have long sought an effective machine from which to view its depths at first hand. The finest yet devised is the bathyscaphe (left), conceived by Professor Auguste Piccard and perfected by the French navy's brilliant Undersea Research Group, headed by Commander Philippe Tailliez. Two have been built: the *Trieste*, in which Piccard dove 10,300 feet, and FNRS 3, in which Commander Georges Houot and Lieut. Pierre Willm dropped to a record 13,300 feet. LIFE was generously granted permission to send Associate Editor Kenneth MacLeish on a plunge which turned out to be the world's third deepest.



AUTHOR ENTERS BATHYSCAPHE

FOR four days we had waited for the strong surge of the sea wind to slacken. Now, at 3:15 on the morning of the fifth day, the edge of the sea stirred quietly along the shore and the restless fronds of the date palms in the garden were still. The wind had died. In an hour we would head for the open Mediterranean. In six more we would dive into its lightless depths. I looked out from the window of our small Toulon hotel, which, by an eerie coincidence, happened to have been Jules Verne's home. The great teller of undersea tales must sometimes have stood where I stood, watching the water. He could only imagine scenes in the reaches of the deep. I would soon be allowed actually to see them.

Within seconds of the appointed hour Commander Houot appeared in the empty lobby, a lean, tall figure in oil-stained Navy grays and sandals. I followed him to his car, ridiculously burdened with a commuter's briefcase. We drove through deserted streets, through the silent navy yard, to a pier guarded by armed men and barbed wire. This was the bathyscaphe's berth.

She lay gleaming under floodlights and

swarming with men. Already the two heavy launches that would maneuver us into the roadstead were lashed on either side of the bow. A hundred yards away our mother ship, the *Liamone*, glided by. Her engines throbbed softly as she made for the harbor breakwater where she would take us in tow.

We boarded the bathyscaphe and stood in single file along her narrow steel deck. I glanced at Houot's petty officer, a gloomy and knowledgeable Norman named Rost. He was looking east, where the first light of dawn silhouetted the horizon. Turning to me, he said, "Undoubtedly you will dive today." Then to the commander, "I would like some time when one is through with the press to make a dive. Just a small dive, you understand, only a little deeper than the regular divers go. It would, after all, be something." He turned and entered the conning tower to check over details on which our lives would depend.

A half-hour later, while the bathyscaphe rode smoothly astern on her monstrous towline, we sat in the *Liamone's* wardroom drinking powerful navy coffee and admiring framed photographs taken at a nearby nudist

CONTINUED ON NEXT PAGE



INSIDE BATHYSCAPHE'S GONDOLA COMMANDER GEORGES HOUOT TESTS THE SONIC DEPTH FINDER

guide chain (8) to keep a more or less steady altitude, the bathyscaphe cruises horizontally at ½ mph, driven by twin screws (9) powered by a pair of 1,300-pound batteries (10). Crew looking through thick Plexiglas porthole (11) studies sea life under the glare of 2,000-watt lights (12). When the guide chain is dropped the bathyscaphe rises to the surface. In emergencies extra ballast box (13) is emptied and batteries are jettisoned down skids (14).

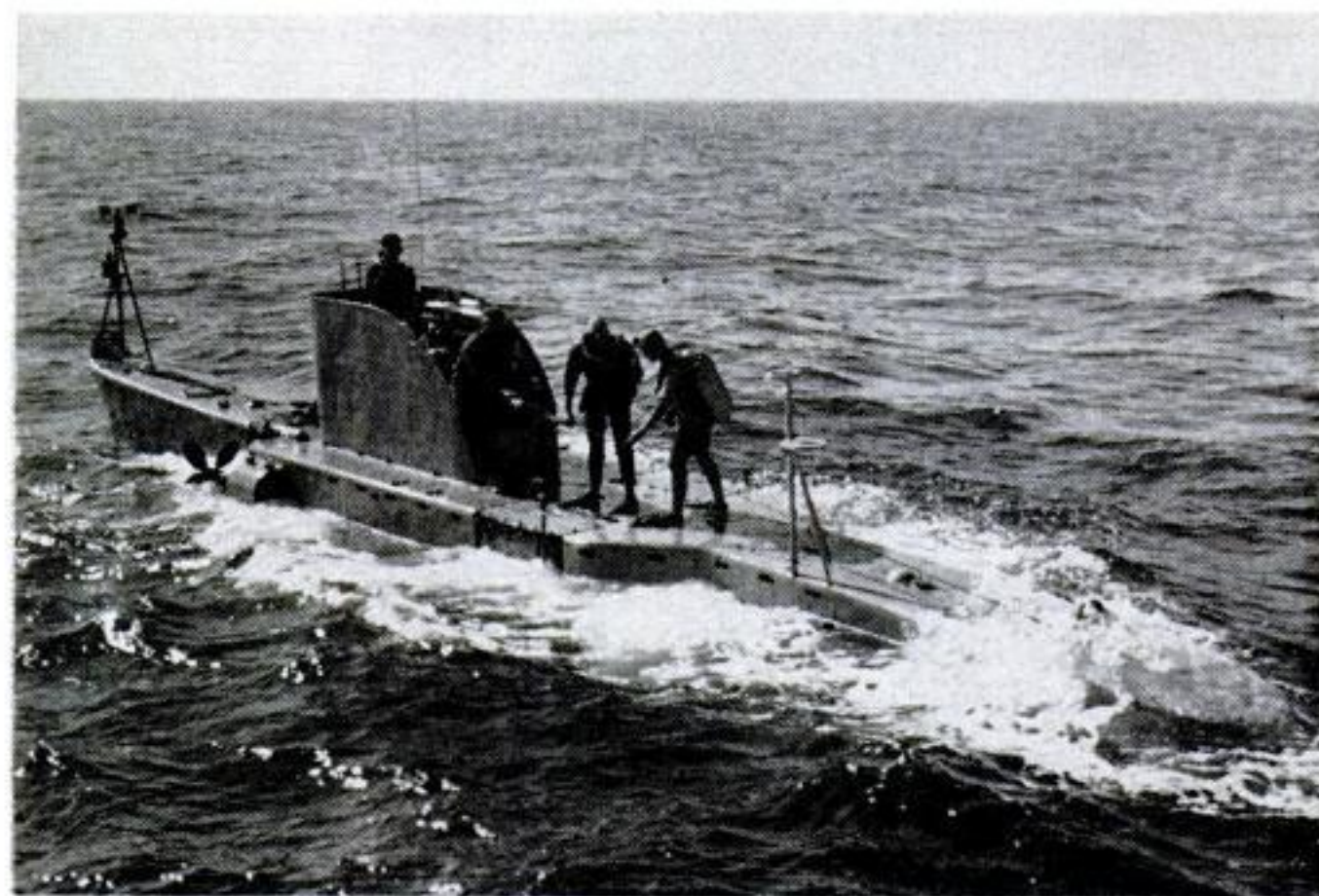
A. Leydenfrost



*there's no gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF (94.4)
DRINKS NEVER TASTE THIN WITH GORDON'S GIN

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



READY TO DIVE, the bathyscaphe gets a last check from divers and crewmen standing on the deck. Houot and MacLeish are already inside the sphere.

VERTICAL VOYAGE CONTINUED

colony. The *Liamone's* skipper offered us berths, and we accepted gratefully. It would be five hours or more before we reached our dive site over the deep water a dozen miles south of Toulon.

I awoke to the hiss of rolling water and scrambled out of my bunk for an anxious look at the sea. If the swells were running too high, we might have to call off the dive. We had had to once before. But the wind was still light and the surface only moderately rough. Whitecaps glistened occasionally against the bright blue of the Mediterranean and the morning sun shone out of a clean, polished sky. I saw Houot in the stern, watching wind and water with thoughtful eyes.

"Look all right to you?" I asked.

"We'll make it," he said. "A little rough, with those cursed steep-sided swells, but we'll manage." Then, looking astern he said, "Here comes the launch with Commander Tailliez and the frogmen. They'll join us when we reach the diving site," (he glanced at his watch) "which will be in five minutes. Will you be ready?"

The question was a polite order. I hurried back to my bunk amidships, experiencing the not altogether unpleasant visceral sensation of an aviation cadet about to solo. I checked over my gear: a Contax camera with a fast lens and ultra-fast film, a Panon wide-angle camera, a pocket-sized Minifon wire recorder, extra film, lenses and spools of wire (wrapped in socks), a small flask of good brandy for after lunch and a book of bagpipe music I had meant to leave ashore. I put the cameras and Minifon into a rubber bag, taped it shut and put it back in the briefcase. Even if I fell in during transfer my equipment would still work.

Astern the big towline lay slack. As the *Liamone* wallowed in the trough, a small wooden lifeboat was lowered over the side. Houot, Rost, three sailors and I dropped into it between waves. Minutes later we were alongside the bathyscaphe. Houot boarded first, running up the deck to the conning tower and vanishing suddenly down the ladder inside the "sas"—the vertical 15-foot air lock through which the sphere is reached. I followed, taking a position at the top of the sas from which I could watch what went on until the commander called me below.

Divers were already at work removing the locks that had secured our ballast during our trip out from shore. Two of them surfaced suddenly on our lee side, grinning up out of the bright water. One of them spat out his mouthpiece. "Bonjour, Monsieur," he said politely. "You're very lucky to be going down to so great a depth. More than 7,000 feet! What an experience!" He put back his mouthpiece and vanished with a flip of his fins, followed by his partner. In five minutes they were back, each carrying a string of iron clamps. Rost joined them on the afterdeck and carefully counted the clamps, then counted them again. I appreciated his thoroughness. If one of those locks remained in place during our dive it would make it impossible for us to drop one section of our



CLOSING HATCH, Houot seals sphere before descent.

CONTINUED ON PAGE 93

It shouldn't happen to anyone...



But it does! Last year the A.A.A. estimated over 9,000,000 emergency calls because of battery or electrical failure. Most such calls occur in winter because heat from hard summer driving and overcharging generators "bakes out" batteries. Come the first cold spell, they fail completely. There are two good ways to avoid this trouble...



1) Have your Atlas dealer test your battery. His accurate, modern equipment will quickly show if your battery needs replacing.



2) And when you get a new battery, make sure it's an Atlas... for extra power, longer life and quicker starts in *any* weather.

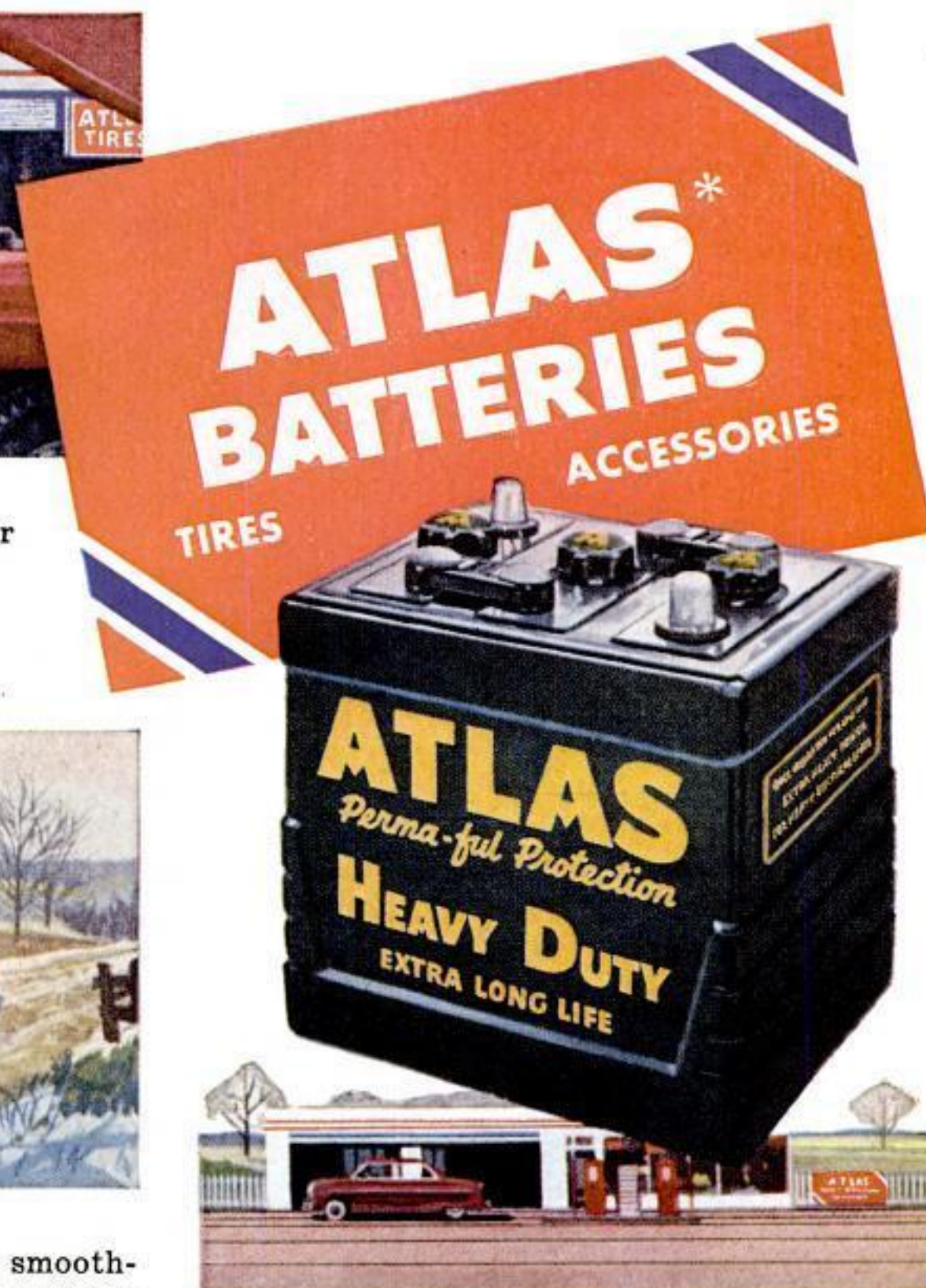
... and for driving in snow or mud



get **ATLAS WEATHERGARD*** TIRES. Long-lasting, smooth-riding, quiet, Atlas Weathergards give sure traction for winter driving. Their special tread won't clog up with snow, stones or mud, even in the roughest kind of going.

38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

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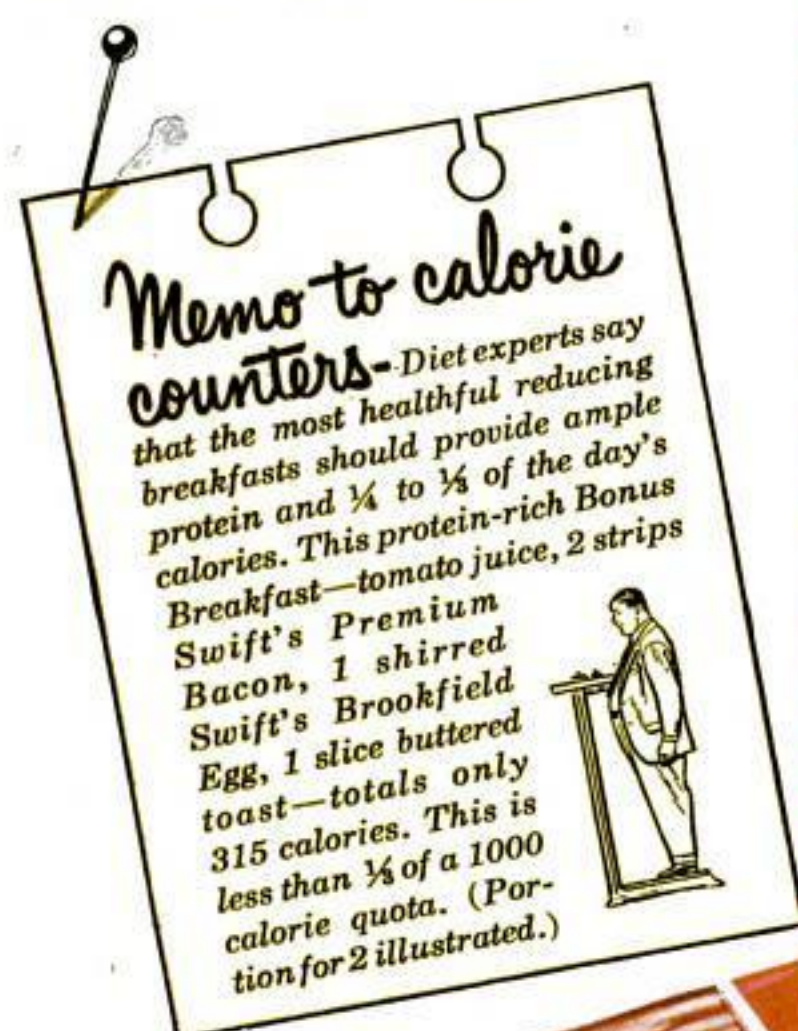


Make your car ready for a winter of safe, trouble-free driving. See your Atlas dealer today.

Breakfast with a bonus!



* **HERE'S AN IDEA** it will pay you to try: For at least a week, start the day with a breakfast of Swift's Premium Bacon and eggs-as-you-like-'em. This protein-rich combination gets you going and keeps you going with a bonus of energy busy folks need. If you've been a Breakfast Skimper, you're in for a happy surprise when you see how much peppier this delicious breakfast can make you feel.



Tune in
DON McNEILL'S
Breakfast Club
ABC—weekday
mornings



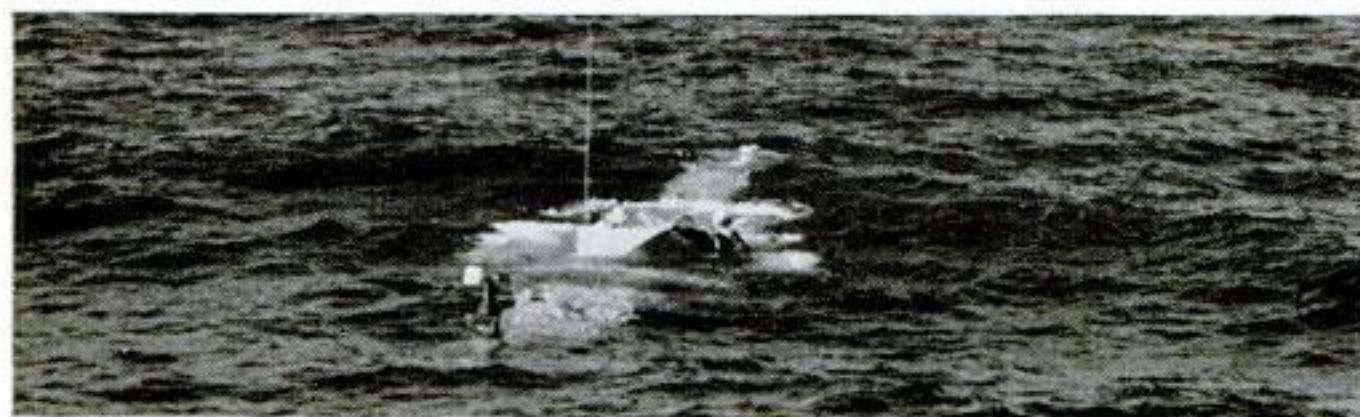
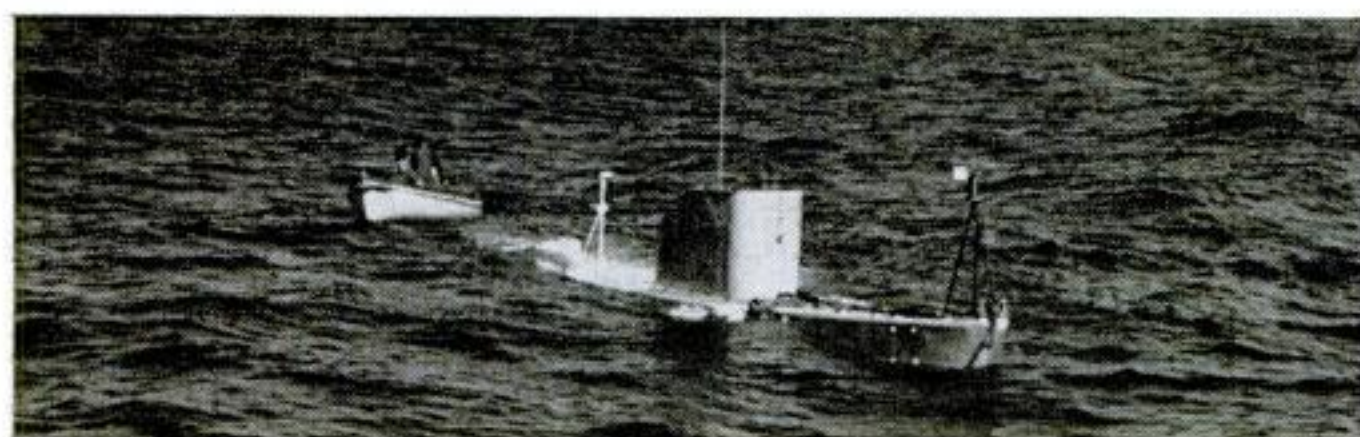
Bacon with a bonus... Swift's Premium with that Sweet Smoke Taste

There are ways to cut corners to turn out bacon faster and cheaper. But Swift isn't tempted to try them. For Swift's Premium Bacon promises you a flavor bonus. And you always get it. Those lean, tender slices — sugar-cured and smoked over fragrant hardwoods — are bacon at its best.

SWIFT—to serve your family better

**LOOK FOR IT
ON THE MENU
WHEN YOU'RE
EATING OUT**





SINKING BATHYSCAPHE is left by servicing crew (top). Craft goes down slowly. After 12 minutes (bottom) mast and radio antenna are still visible.

VERTICAL VOYAGE CONTINUED

ballast—which might conceivably make the difference between coming back up and staying down permanently.

Commander Houot's voice boomed up from the bottom of the sas, calling me to join him. I took a last fond look about me. The sun sparkled off the sea and the mountains were misty on the distant shore. I turned and started down. Gripping my briefcase in one hand and the slippery ladder rungs with the other, I descended through the narrow vertical passage until both feet rested on the open door of the sphere. Here the sound of the swells echoed dismally. The steel walls sweated and there was a faint smell of raw gasoline in the air. I passed my briefcase in to Houot, then crept in as he had taught me to do: feet first, flat on my back, one shoulder ahead of the other, down a step and forward onto my knees. Having performed this serpentine maneuver without serious injury, I crouched in my assigned position and tried to keep out of the commander's way.

Serious-faced and obviously eager to begin his vertical voyage, Houot pulled shut the massive round door through which we had entered and began the laborious task of bolting it in place. The roaring of the sea was instantly muted. I could hear the soft hiss of oxygen and the ticking of instruments. Houot worked swiftly with a heavy socket wrench, carefully tightening the 17 bolts of the door so that it would be drawn perfectly into its conical frame. Squatting there in the cool half-light, sensing the slight but peculiar swing of the sphere and watching our only exit being closed, I had a fleeting sensation of being the co-tenant of an ambulatory tomb. Then, stooping to the small porthole beside me, I turned my eyes and my thoughts outward into the clear blue-green water. My sense of confinement vanished. It never returned.

With the door secured, Houot picked up a telephone hanging on the wall and whistled into it. Rost answered from the conning tower. Houot ordered him to flood the upper air chambers. Turning to the radio, he asked Commander Tailliez for permission to dive. Permission was granted. He twisted a group of valves that would let our air-lock entrance fill with water. He phoned up to Rost: "The water is rising in the sas. We should sink in a few moments."

I could hear the metallic ring of Rost's voice over the phone. "Alors," he answered. "Au revoir, commandant."

We knew that Rost and his men would stand by in the lifeboat until we had vanished from sight, and that for a while the divers would circle us like protective fish, alert for any sign of danger. Houot radioed the launch to tell its skipper that we would surface at 4:30 p.m. (it was now 9:30) and to ask him to let us know how quickly we were sinking.

In a series of calls the launch kept us informed of our condition: "The water is now at the base of the aftermast. . . The

CONTINUED ON NEXT PAGE



No. 3192

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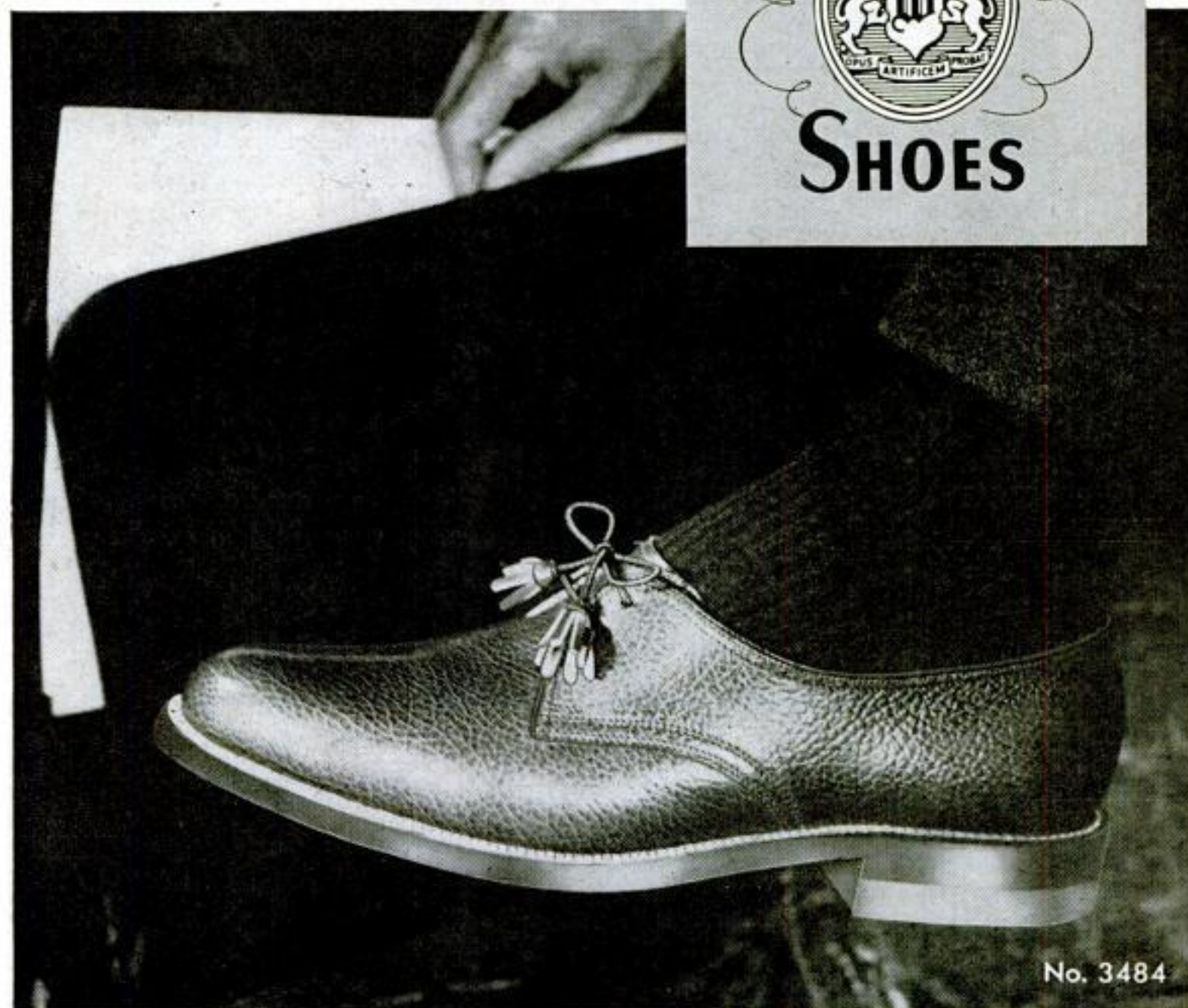


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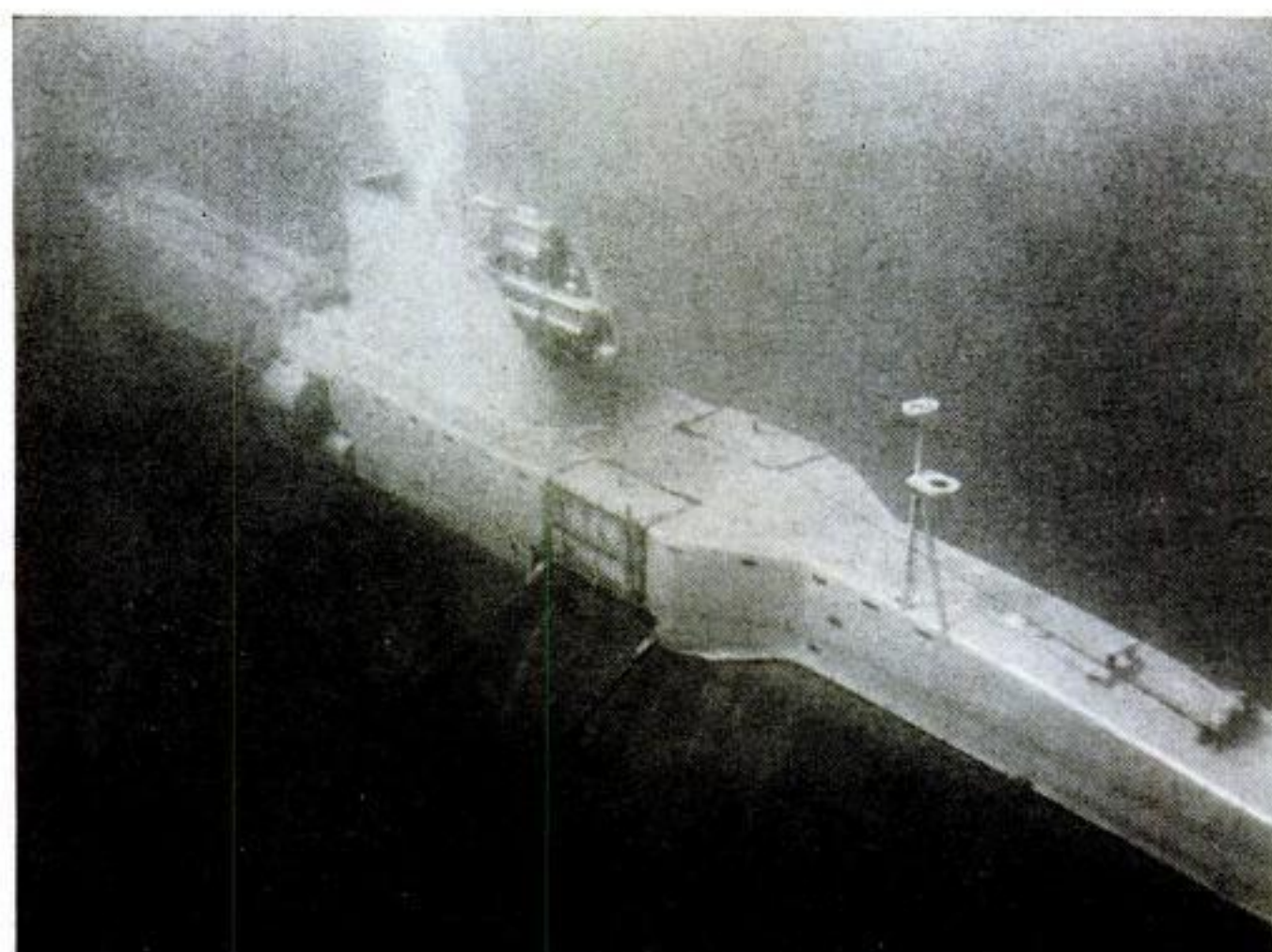


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SUBMERGED BATHYSCAPHE was photographed by one of the divers just as it disappeared from view, trailing air bubbles and escaping gasoline.

VERTICAL VOYAGE CONTINUED

water has now reached the lower edge of the conning tower. . . Now it is up to the base of your radio antenna . . . The water is now — ching the — enna itself." The last message was silenced in spots as passing waves cut off our reception. But, strangely, with only a few inches of the conning tower above the water, we started to rise again. The launch's radio opened up: "Twelve inches of the conning tower have emerged . . . 15 now. . ."

Houot shrugged. "We will have to release some gasoline," he told me. Reluctantly he twisted the valves that would let it escape from one of the tanks over our heads. The buoyancy of the gasoline, which is lighter than water, would supply the lift needed for our return to the surface, and releasing it was like losing blood. Yet we knew that we could let go a few hundred liters without serious danger since we could compensate later for the loss by dropping an extra few hundred pounds of ballast. Once again we started down. Again the radio cut in and out. Then it went dead in the middle of a word. I "took notes" by speaking into the Minifon:

"We're down . . . The commander has turned off the gasoline . . . The small pressure gauge is moving steadily now—50 feet down, 55, up again for some reason, now 60, holding 60, 65, 70 . . . The blue-green light I see through the port is dimmer now, at 100 feet . . . 140 feet now, and the water is dim with the appearance of late evening . . . Still blue . . . We're around 250 to 300 feet now. The small pressure gauge is hard up against its stop (it only reads up to 200), and the big one is just beginning to show a reading. The light is extremely dim, a dark blue, no green left in it. . ."

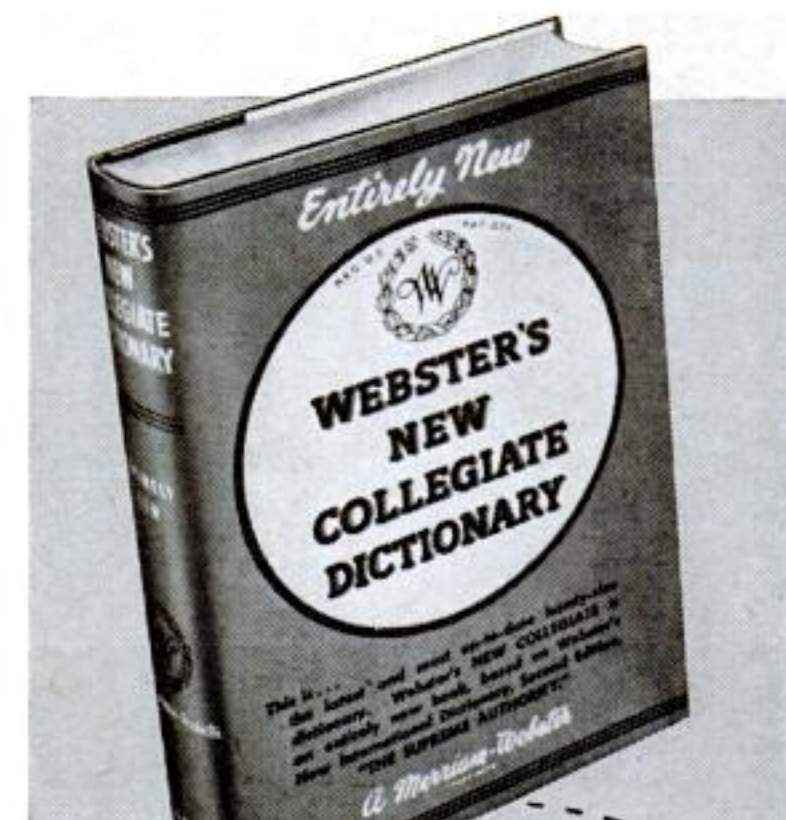
The rocking motion of the sphere ceased as soon as we dropped below the surface. The bathyscaphe rode steady as a ship in dry dock. I felt no physical sensation of increasing depth, since the 3½-inch shell of steel supported entirely the vast pressures of the deep. My breathing remained normal, sustained by pure oxygen gushing into the sphere. Trays of soda lime hidden out of the way among the instruments absorbed the carbon dioxide we exhaled. Only the motion of particles in the water outside, rising straight up through the glowing cone of our floodlights, gave direct evidence of our downward course.

I glanced around the interior of the sphere at the devices designed to protect us—or at least the bathyscaphe—in case of trouble. There was the master ballast release, which would not only empty our expendable ballast tanks but would also cut loose our emergency ballast, our guide chain and the two huge batteries up on deck if, for some reason, we should want to climb in a hurry. There was the automatic ballast release which would send us surfaceward at the end of 12 hours in case we should be unable to



MARKER shows where the bathyscaphe has submerged.

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CONTINUED ON PAGE 96



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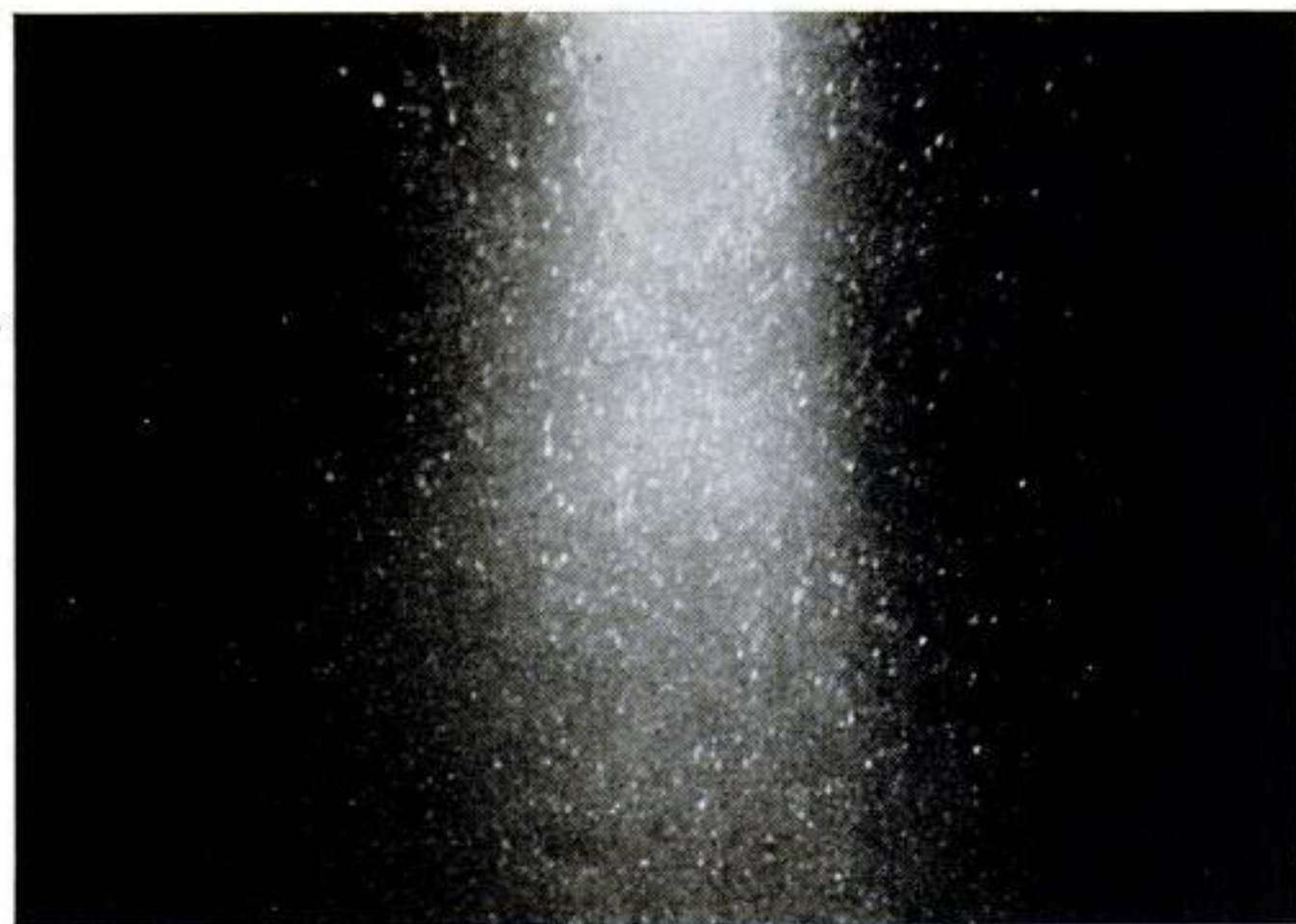
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MASSSES OF PLANKTON, illuminated by floodlights, seen through port-
hole between two and three thousand feet down, made the sea look like soup.

VERTICAL VOYAGE CONTINUED

press the right buttons (because of, say, suffocation). There was still another automatic ballast release which would operate if the sphere became flooded. "Of no great interest to the passengers," Houot explained wryly, "but at least it gets the bathyscaphe back to the Navy."

There were indicators that showed the level of sea water in the gas tanks, the amount of oxygen left, the condition of the air we breathed, pressure within the sphere, temperatures inside and out, the amount of disposable ballast available, and the state of our batteries. Unless the sphere sprang a leak (hardly likely since it had withstood far greater pressures) or the gasoline-filled hull struck something solid (hardly possible between the top and bottom of the sea), we were sure of a safe return to the surface. Unless, of course, our oxygen apparatus failed. Or unless one of the outside lights imploded, causing a shock wave that would shatter the hull like an eggshell. Or unless we hit the bottom too hard and got stuck in the mud. All very unlikely. Sitting here 1,000 feet down, sinking smoothly through utter darkness toward a region that only a half-dozen people had ever seen, it seemed to me that the risk involved was trifling, a cheap price to pay for so great an adventure.

Our downward speed had reached about one foot per second and was gradually increasing as mounting water pressure reduced the volume of our gasoline, let in more sea water and robbed us of our buoyancy. Commander Houot pressed one of the ballast-control buttons, releasing several hundred pounds of iron shot which poured down over the sphere in a cloud of rust, making a sound like rain on a roof. We decelerated slowly. I talked into my Minifon again:

"We're at about 2,100 feet now . . . I can see beautiful shrimp-like creatures, some with long feelers. The plankton here is so dense that it looks like a fine driving snow rushing upward. The water is like a soup. It seems to be half composed of living things . . . 2,800 feet; this is fascinating; I see big crustaceans with fiery eyes glowing in the floodlight beam. Some are scarlet. I can see many jellyfish and thousands of minute creatures showing only as specks of light."

A little later, at Houot's suggestion, I reached over to the battery of switches at my right and snapped off the outside lights. The glowing cone vanished. My entire field of vision took on the appearance of a midnight sky, studded with moving, multicolored stars. The small sea creatures passing in silent succession beyond the port glowed with pale luminescence, most of them a ghostly yellow-green, some of them pink, some yellow. I flipped on the outside lights again, so as not to miss any large nonluminescent animal that might swim by, and looked up at the pressure gauge above my head. It read 1,400 meters (4,600 feet) and had begun to drip slightly. Then there was a sharp explosion behind me.

I swung around as fast as my cramped legs would permit. Houot held a bottle in one hand, a corkscrew in the other. "Lunch time," he said. "Have some wine."

We ate in silence for a little while. I was struck by the incongruity of this act of dining so casually in the depths of the sea. To travel beyond the natural realm of man in tight-nerved discomfort was one thing; to coast quietly out of it eating pâté sandwiches



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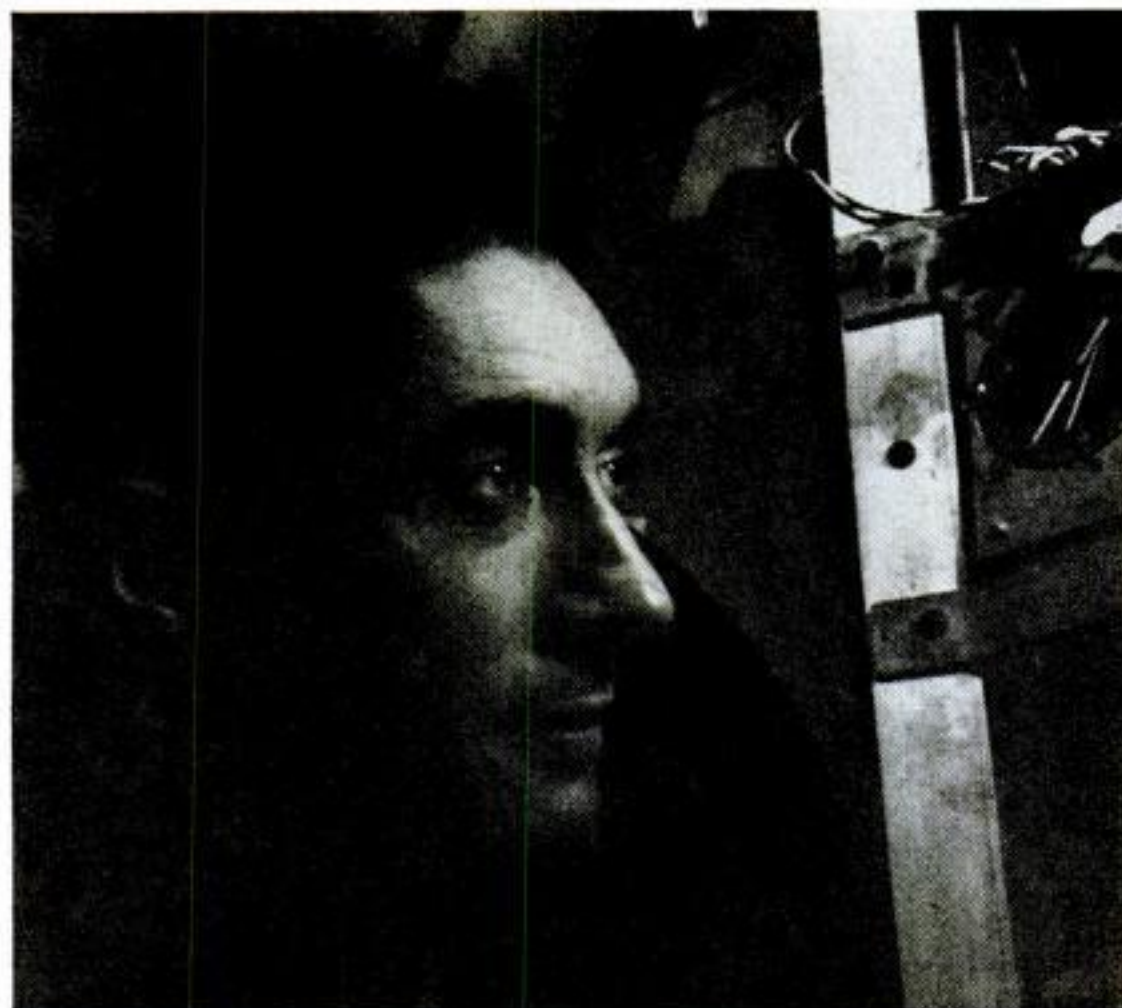
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MAN AT BOTTOM OF SEA, Commander Houot watches the compass to guide bathyscaphe as it cruises just off ocean floor.

VERTICAL VOYAGE CONTINUED

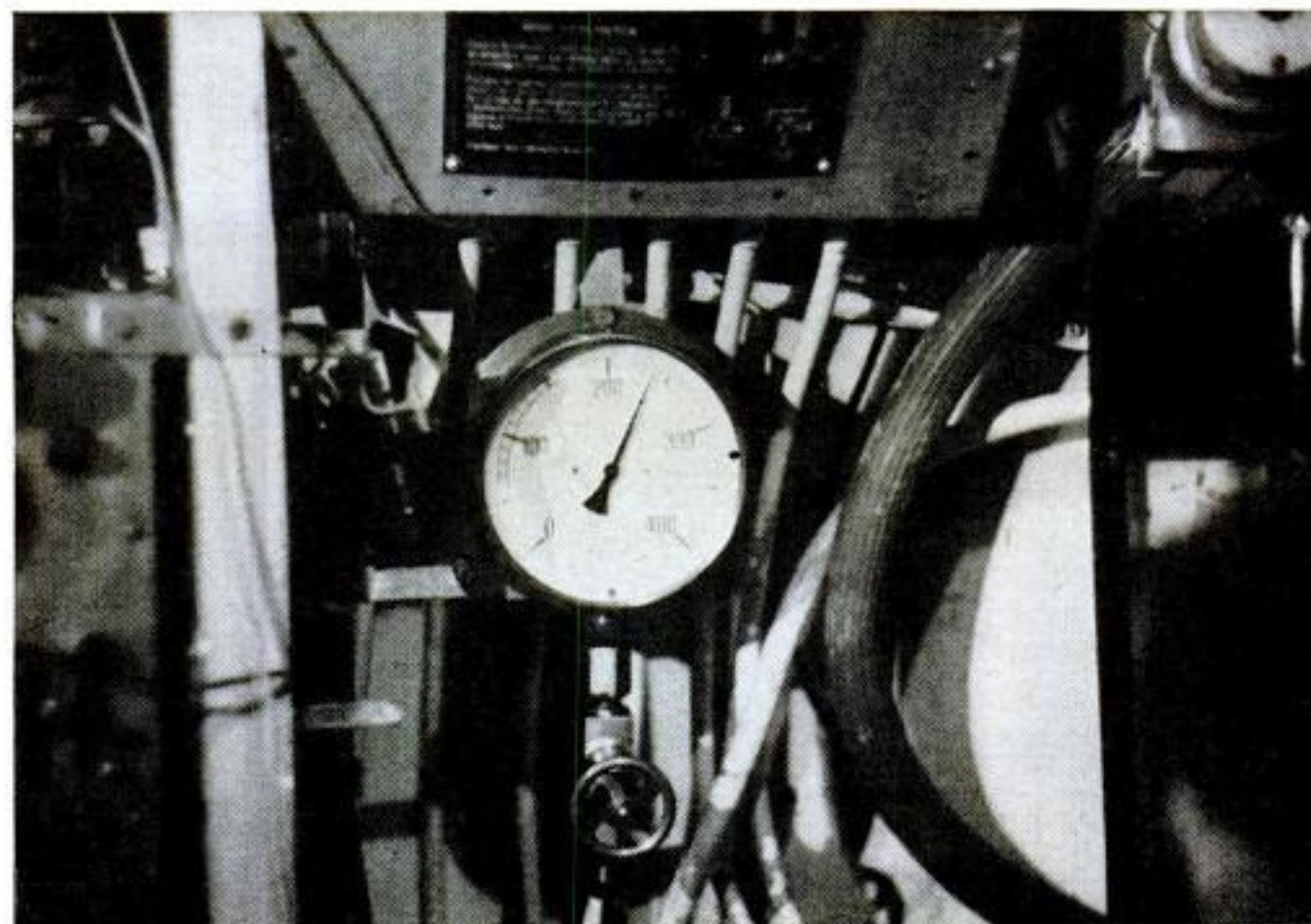
and drinking good red wine was another. Houot unwrapped a second sandwich. "You know," he said slowly and thoughtfully over the crackle of the wrapping paper, "this is the only vehicle in the world in which one is completely alone. Airplanes have communication, and they can see and be seen. Here, we are out of sight, out of touch. No one knows where we are or what we are doing. No one can reach us or detect us. "He paused and said, "And if we should have trouble, no one can help us, for we are beyond the depths to which men can travel. We are completely on our own. It is a strange but wonderful feeling."

At 6,000 feet he turned on the Fathometer. With its 660-foot range it would show us the bottom in time for us to slow down for an easy landing. At 6,300 feet it still showed nothing, but Houot let go more ballast anyhow (we had dropped more than a ton by now) and slowed us a little. At 7,000 feet the sea floor appeared on the indicator, and in a few minutes I could see it stretching away, pallid and level, under our lights. Ballasted to near-equilibrium, the great mass of the bathyscaphe came to rest with a few feet of its guide chain on the bottom. But then, after a little while, we began to sink almost imperceptibly.

The commander explained, "We are descending now because the gasoline is cooling slightly. The warmth caused by its compression is being drawn out by the colder water outside. This cooling makes us minutely heavier, and so we settle gently to the sea floor." As he spoke, the base of the sphere touched the bottom without the slightest jar. The floor of the sea, 7,700 feet down, now lay less than four feet from my eyes, gray and barren and lifeless.

By letting fall a little ballast, Houot made the bathyscaphe rise a dozen feet on its guide chain. Then he switched on the electric motors and we set off slowly across the bottom. Nothing moved in the glare of our floodlights. No current disturbed the fine mud.

CONTINUED ON PAGE 100



DEPTH OF 7,700 FEET is indicated by gauge which, at bottom, shows pressure of 240 kilograms per square centimeter (3,400 pounds per square inch).



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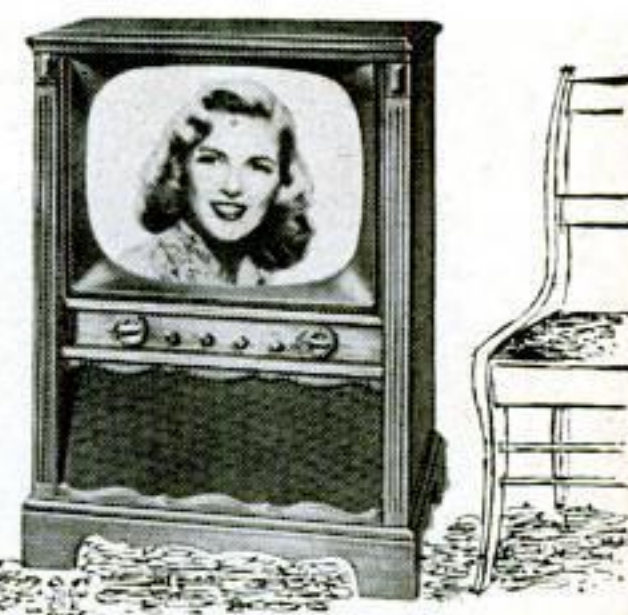
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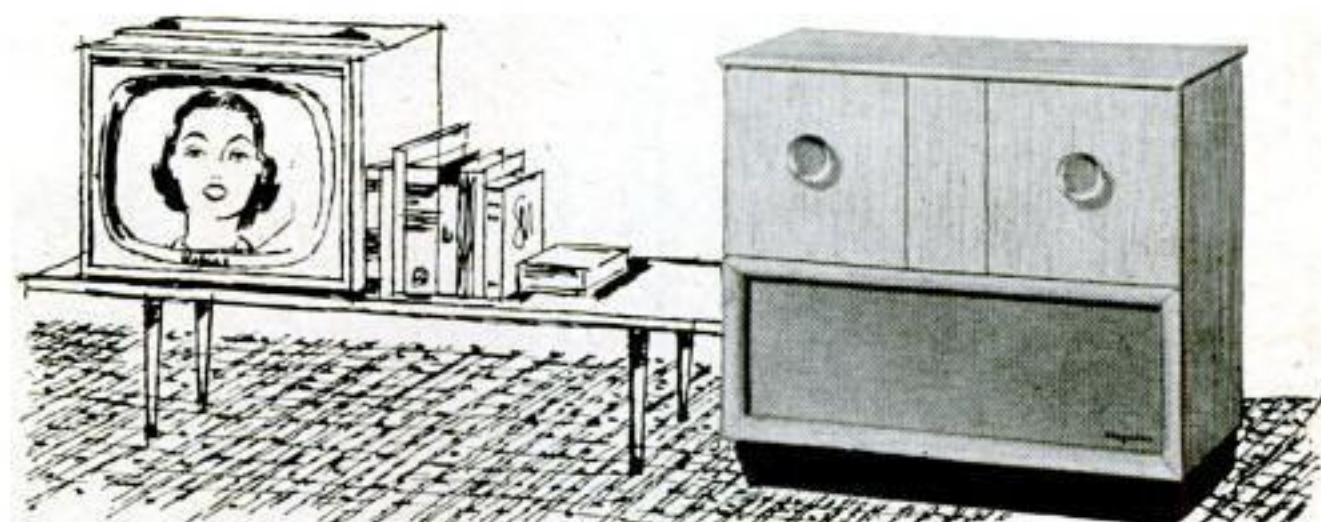
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SOLITARY FISH casting its shadow against the bottom was photographed by MacLeish through porthole. It was one of the few living creatures he saw on the

endless reaches of the ocean floor. The fish has spiny projections from its fins and tail which rest on the mud. It did not flee when the bathyscaphe approached.

VERTICAL VOYAGE CONTINUED

Even the plankton creatures were scarce, although an occasional many-legged animal drifted by, lying motionless in suspension. We came upon a pair of strange fish, supported several inches above the bottom by slender spines extending from their tails and fins. They too were immobile. We found delicate, many-armed starfish, sprawled on the bottom ooze as if in sleep, and an anchored anemone whose delicate tendrils stood petrified in the stillness. Everywhere we saw burrows leading down into the muck, each with many paths extending from it. But we saw nothing enter them or emerge from them. Our lights picked up a tangle of cloth, possibly of clothing, which lay the way a man might lie; it might once have contained a man. In endless succession, for two hours, such sights passed my porthole. Then we crossed a deep, raw, obviously new-made track across the bottom. For an instant I stared in amazement, wondering what sea monster might have left this massive track. Immediately I realized that we had crossed our own trail, that we were looking at the scar left in the mud by our dragging guide chain.

We kept up our exploration for another hour, traveling through silent and lightless places that seemed to be locked in an eternal dream. The hours passed unnoticed. At 3 o'clock, by the sun that quickened the bright world far above us, we abandoned this country of perpetual night. We did this very simply, by pressing a button. The guide chain fell away and the bathyscaphe, relieved of its weight, began to inch upward.

As we rose, our lift-giving gasoline expanded under decreasing water pressure, and our vertical speed increased. Nothing more needed to be done. At 4:20 we were only 3,300 feet below the surface. At 4:40 the water outside my port began to lighten. I recorded the moment of surfacing:

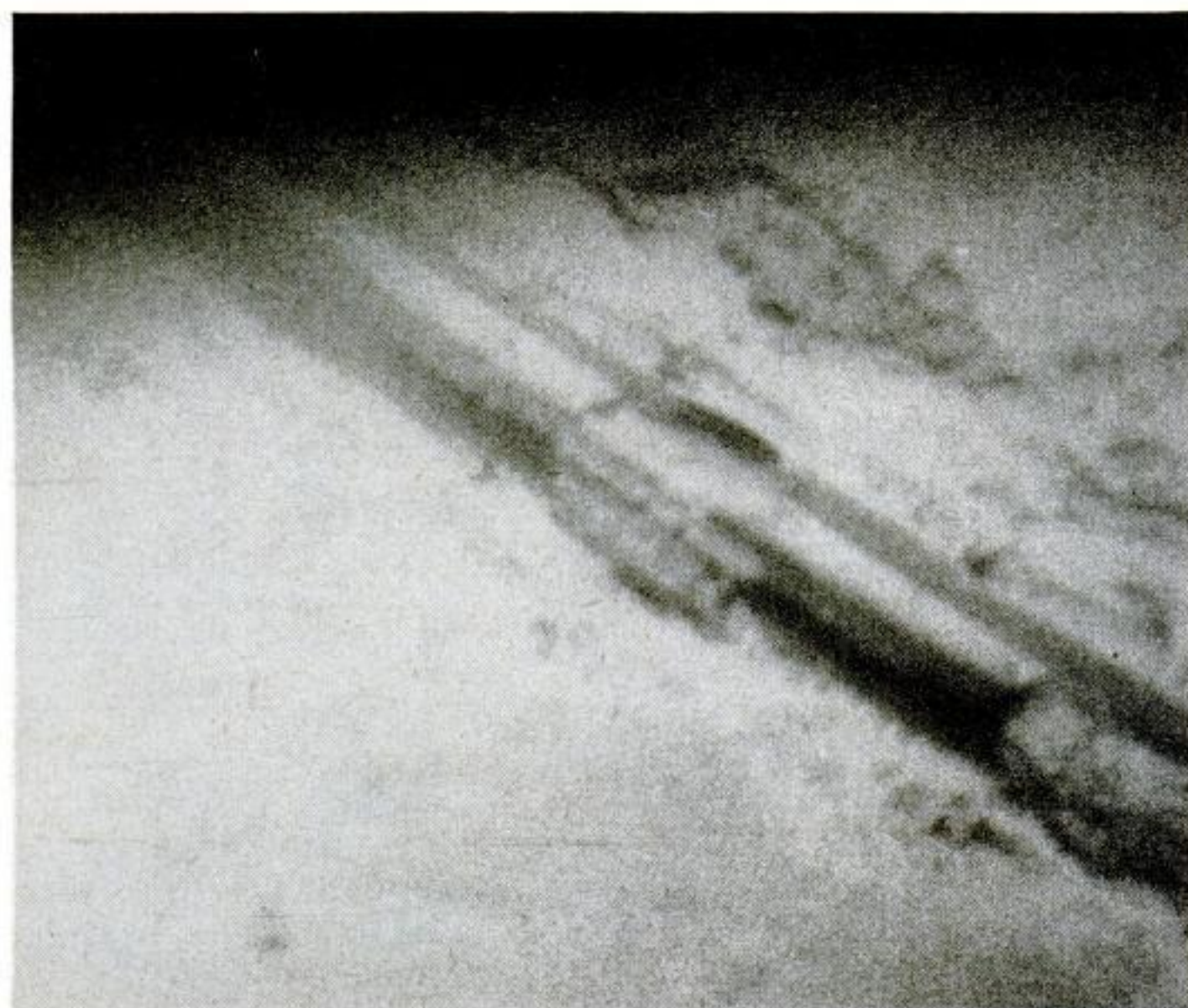
"We're up to 650 feet now. We don't know where the other ships

are but we'll radio as soon as we surface. The wind may have picked up; if so we'll start to feel the waves pretty soon. Here we go! 130 feet, 120, 110, 100, 85, 80, we're coming up like a cork, 70, 65, we'll probably start rolling like hell in a minute, 50, 45, beginning to feel it, 30, we're on the surface. The commander is calling the launch. No answer. Now she answers; she hears us, doesn't see us. But the *Liamone* calls in; she sees us. Houot tells her to get over here fast and take us in tow. Now we must blow the water out of the sas. We have two bottles of compressed air, and one should do it. Houot cracks one of them. . . . That worked. . . . The sas is empty. We can go up as soon as he has unbolted the door."

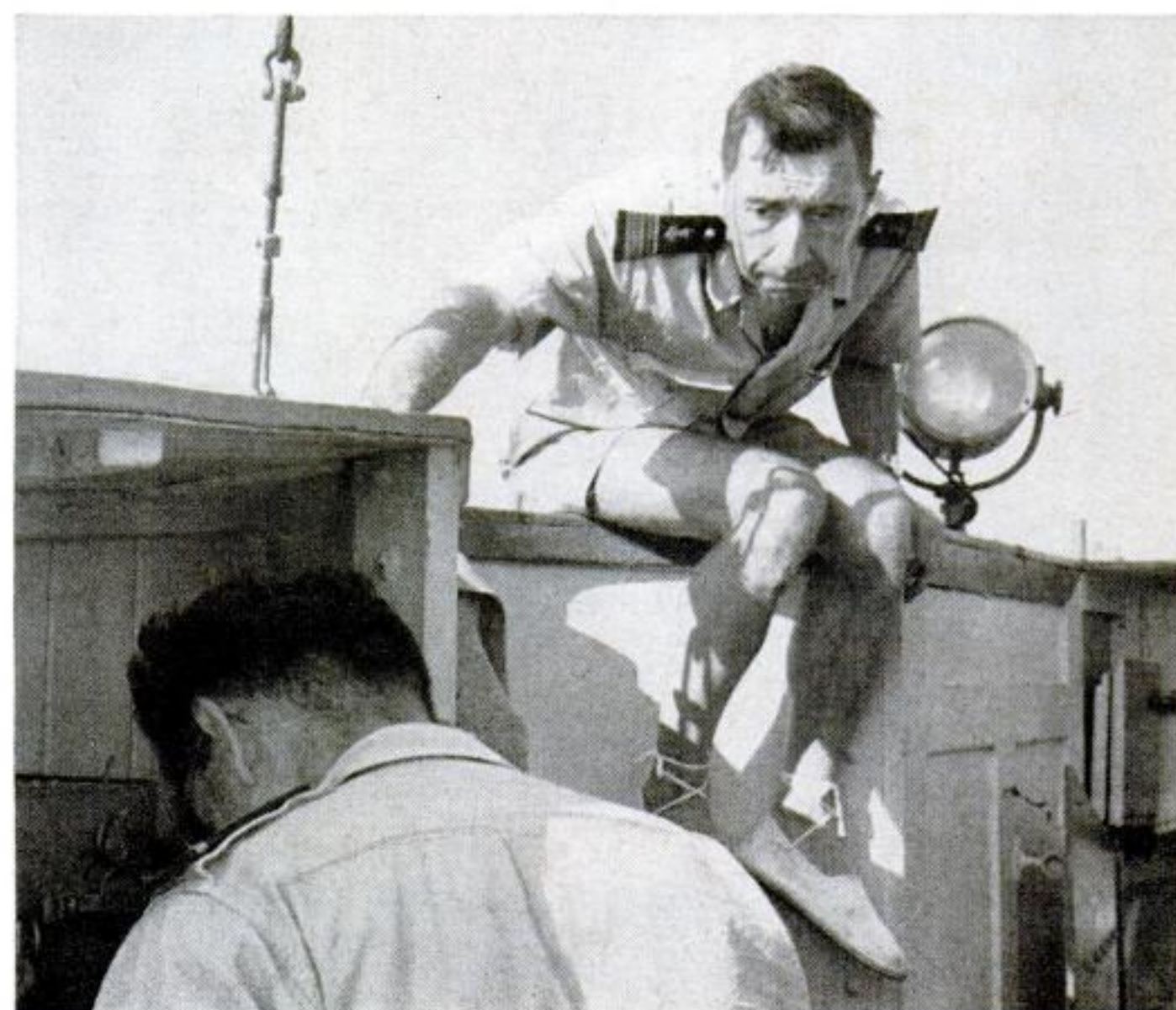
The door bolts came out faster than they had gone in, and Houot hurried up through the sas to supervise the work on deck. I followed, dragging my silly briefcase behind me. Emerging into sweet sea air, mole-like, I blinked at the blinding light. The launch lay close by, bobbing in a rising sea. Some sailors came in with the lifeboat to take me aboard. Houot waved from the bow of the bathyscaphe, too busy to say goodbye. Commander Tailliez welcomed me with a relieved smile; we had missed our return time by 20 minutes and he had begun to worry. Later, heading into Toulon, with the strain of the waiting forgotten, Tailliez walked over and stood beside me on the bridge. Together we looked out across the Mediterranean for a few minutes. Then he turned and looked into my face carefully, almost eagerly. "How do you feel about the dive?" he asked. "What did it mean to you?"

I thought a moment and said that I could not express my feelings exactly, even in my own language.

"But I think I know," he said, "and you will not forget. I too have made a dive. When one goes down into the depths of the sea as we have done," he added, looking back across the whitecaps and the blue sea, "there is a change. There is a change. One is never quite the same, afterward."



STARTLING TRACK, freshly grooved into sea floor, turned out to have been made by dragging guide chain. It was seen when circling craft recrossed its path.



WORRIED COMMANDER, Captain Philippe Tailliez, waits on the bridge of launch while launch's skipper (left) tries in vain to radio overdue bathyscaphe.



"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

SOME MEN GROWL ABOUT BILLS AT BREAKFAST. Some grumble about politics. Some just read. Still others talk things over with Kellogg's Rice Krispies, and they enjoy their breakfasts indeed. "Snap! Crackle! Pop!" say these merry-makers when you pour on milk or cream. That's to tell you how crisp they are, as well as to cheer you up with pleasant chatter. Why don't you serve the world's only talking cereal tomorrow -- and watch the grumpy ones grin?



"snap!"



"crackle!"



"pop!"



A WORLD IN A CITY

Saris, strategists, varied splendor
fill Washington's diplomatic scene

Photographed for LIFE by Hank Walker

Beyond the great buildings familiar to Washington, D.C. tourists, far removed from the senators and civil servants and away from the cherry blossoms, lies the intriguing and colorful community of the diplomats. Within this realm, which casual visitors see only fleetingly, a group of Indian girls in saris cross a street (*left*) without attracting a second glance from passersby, and officers of 14 nations can go routinely and quietly about their vitally important business of planning the defense of Western Europe (*below*). For those who inhabit this unusual community a stately and splendid banquet (*opposite*) is all in an evening's work.

This Washington is a meeting place of nations. In the words of the Egyptian ambassador, it is "the most important diplomatic city in the world." A shot fired in Tibet echoes in drawing rooms on 16th Street and down embassy corridors along Massachusetts Avenue. Such eminence has come to Washington largely since World War II, when the U.S. moved to the forefront of the free world. Now other nations maintain 79 embassies and legations in Washington and call upon their foremost diplomatic talents to staff them.

The embassies do not differ outwardly from other great homes in well-to-do Washington. Their wrought-iron gates, perfectly manicured lawns and neoclassic doorways look the same. Yet the doors may open onto a solemn Confucian ritual of burning incense, a group of Britons planning a cricket match or a Latin-American group toasting the birthday of Bolívar. Here LIFE presents this seldom-seen Washington world of diplomacy, including a room of the Russian embassy (*fifth color page*), which has never been photographed before.

GIRLS FROM INDIA cross 19th Street at DuPont Circle, at the foot of Washington's "Embassy Row." Indian embassy where they work as secretaries and staff assistants requires saris, but girls prefer to wear them anyway.

MEN FROM NATO, a committee of high-ranking officers from 14 North Atlantic Treaty nations, meet in this Pentagon room to discuss strategy. Presiding is British General Sir John Whitely, on left at head of the table.





INTERNATIONAL BANQUET in the Pan American Union Building's state-ly Hall of the Americas honors the retiring secretary-general of the Organization

of American States. The great oval table measures 80 feet long and 40 feet wide and seats 127 guests, who are primarily ambassadors, delegates and their wives.

CONTINUED ON NEXT PAGE



FLAMBOYANT FIESTA is depicted in the Mexican embassy's lively mural which makes a colorful backdrop for the ambassador, Señor Don Manuel Tello,

amid the sober Victorian atmosphere of the embassy. The mural is one of several in stair hall by Felix Cueva del Rio and showing Mexican life and progress.



PHILOSOPHICAL FIGURES stress racial unity in painting in Venezuelan embassy where Ambassador Dr. César González and his family have a quiet meal.

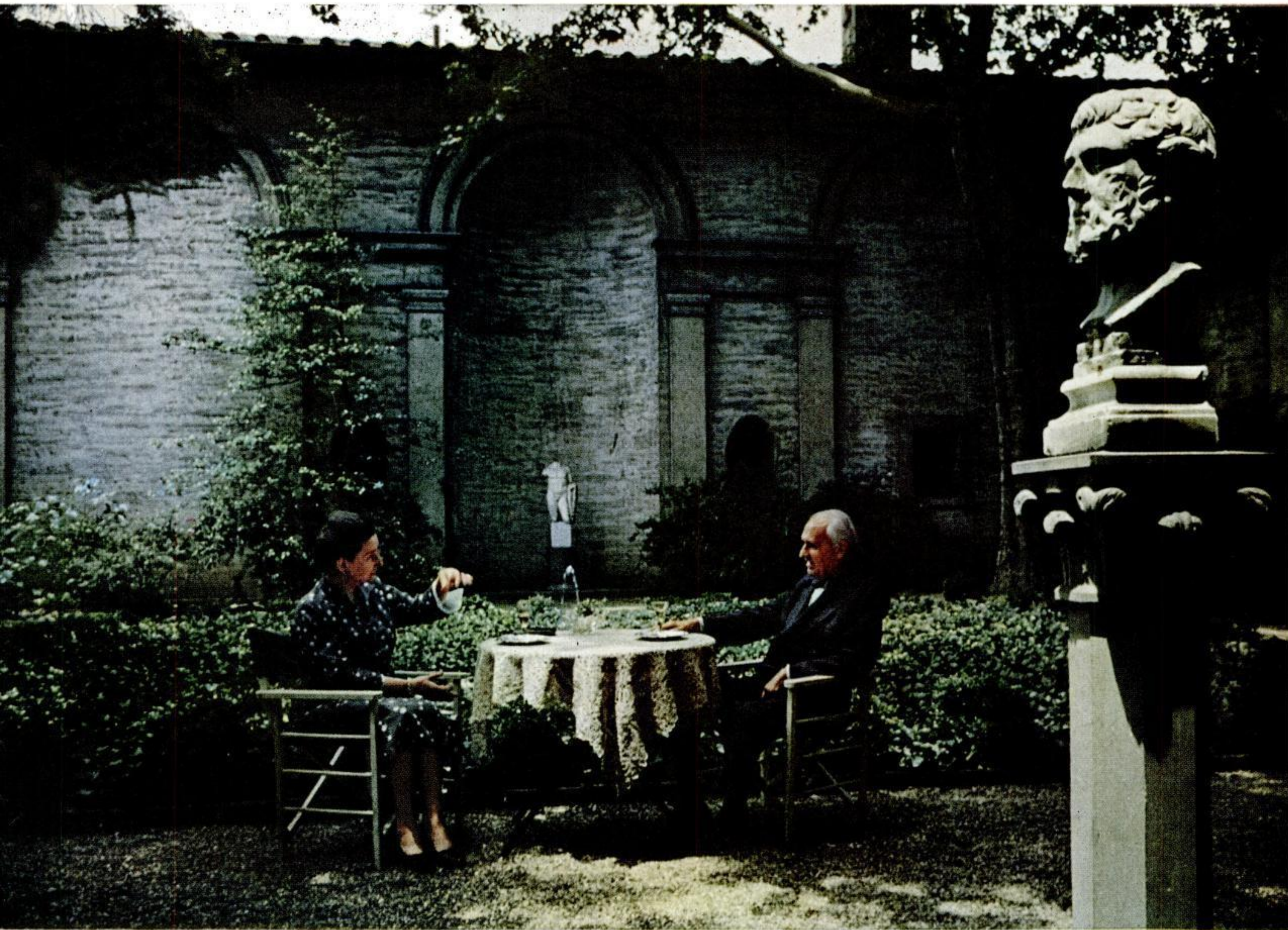
PRICELESS TAPESTRY decorates French embassy's dining room where → Mme. Henri Bonnet, Washington's best diplomatic hostess, prepares a luncheon.





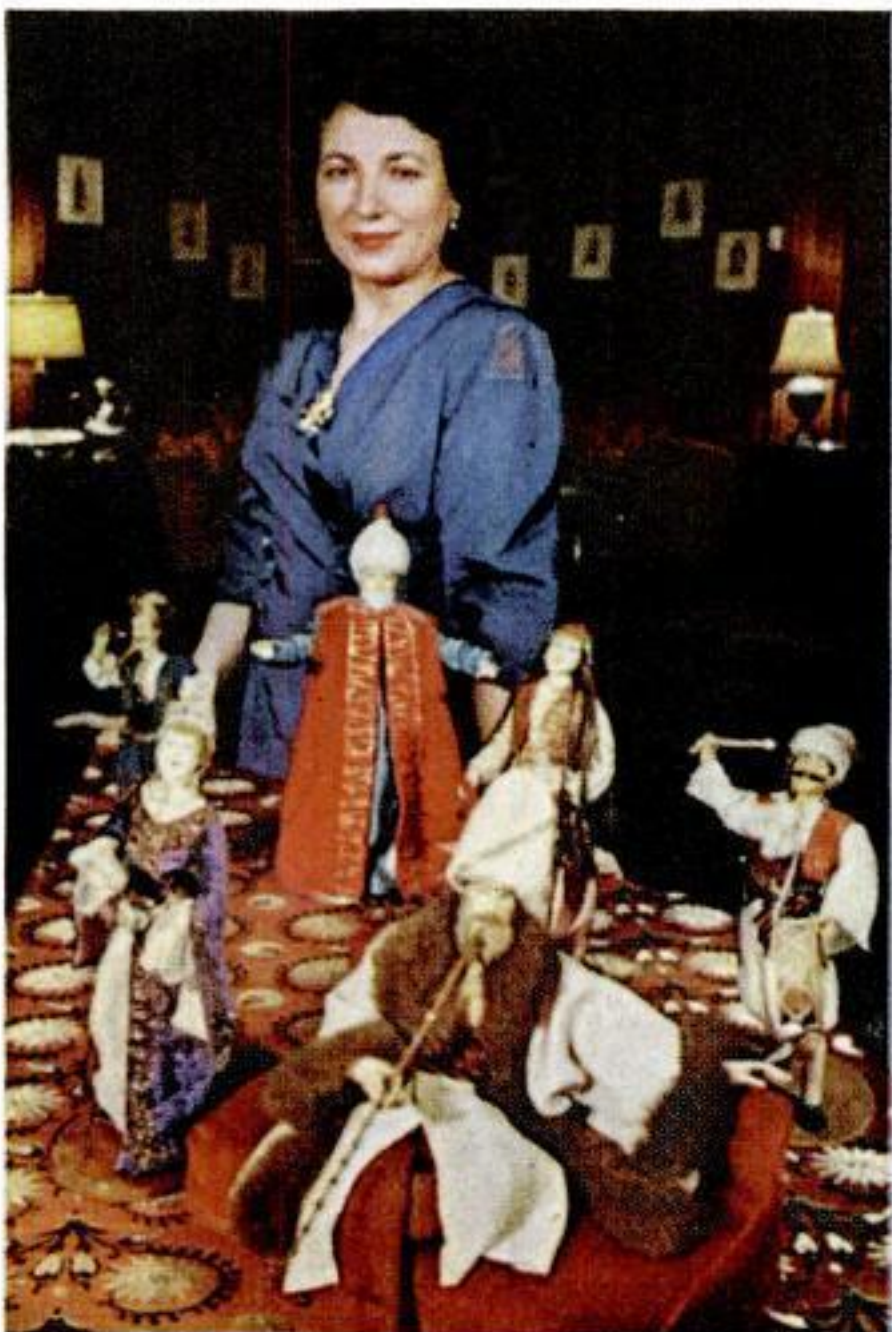
ELEGANCE OF RUSSIAN EMBASSY is shown in sumptuous red-brocaded walls and period furnishings of drawing room above. The embassy is open to

outsiders only during occasional diplomatic receptions, and has been banned to photographers for years. The painting shows Stalin amid symbols of progress.



TRANQUIL ITALIAN PATIO, encompassed by high arcaded walls set with ancient Roman statuary, provides a pleasantly cool spot for Italy's ambassador,

Signor Alberto Tarchiani, and Signora Tarchiani to take their ease on a warm afternoon. The sculpted head in the foreground predates the Christian era.



TINY TURKS, dolls owned by Ambassador Feridun Erkin's lovely wife, are shown at U.S. schools.



POLITE PAKISTANI in a yellow sari listens to a retired diplomat at British embassy garden party.



INTENT INDONESIAN, wife of Ambassador Moekarto Notowidigdo, charms an American guest.

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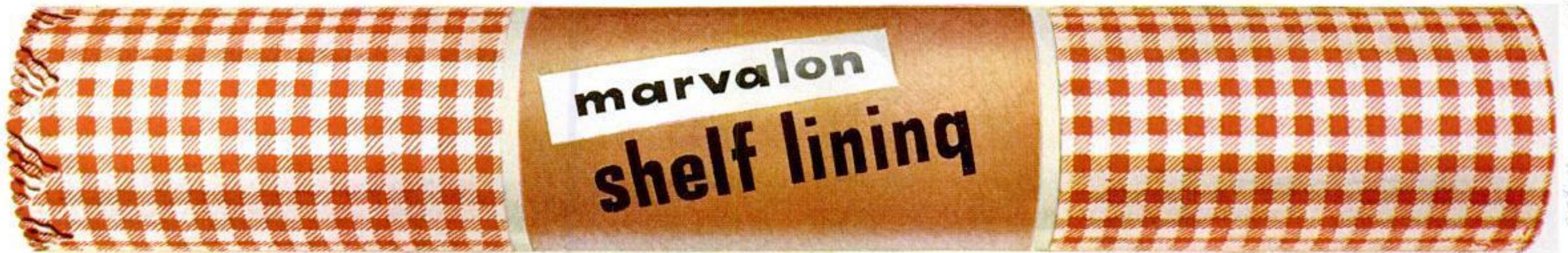


SOLEMN CEREMONY honoring victims of war in Indochina is conducted by Vietnamese Ambassador Tran Van Kha and his wife at their altar in the embassy. Before a symbolic tapestry they burn incense in a rice-filled jade bowl. Mr. Kha, first Vietnamese ambassador to the U.S., recently returned home for new duties.

ORNATE ARCHWAY, once the formal entrance to the bed of an 18th Century Chinese aristocrat, was installed in the embassy in 1946 by Madame Wellington Koo, wife of Nationalist China's ambassador, for her use. The elaborate carvings depict the War of the Three Kingdoms which divided China centuries ago.



Now! A miracle material



for lining shelves and drawers—



defies wear and tear—won't crack or peel—



stays bright and fresh-looking for years—



wipes spotless-clean again and again!

Rolls come in two sizes:
98¢ and \$1.70

Ask for Marvalon at better
department, variety or
hardware stores!

Marvalon is a vinyl plastic and latex material with a backing of sturdy cellulose fiber. It comes in a wide variety of patterns and solid colors.

Put a durable plastic surface on your shelves—in your kitchen and dresser drawers—with Marvalon. You'll find the little extra you pay for Marvalon is really an economy—it lasts such a long, long time.

Kimberly Clark

The Munising Paper Co., Munising, Michigan (Subsidiary)

HOW TO KEEP TEACHER

Town greets newcomers with parties and presents

What with the attractions of matrimony, maternity and more money elsewhere, U.S. school boards find themselves in an endless struggle first to attract and then to keep enough teachers for their swelling enrollments. In West Hartford, Conn. teacher turnover reached such an alarming rate last year that school officials and citizens determined to try a new approach. This month at the start of the new term the school system came up with 109 new teachers to round out the staff of 444. Then the town pitched in with a welcoming square dance, house hunting and other special attentions shown on these pages to make the newcomers want to stay.

PICNIC GIFT is offered to newcomer Carolyn Cederholm by Ray Morris, president of West Hartford Rotary Club. Official motto of Chamber of Commerce outing was "An apple for the teacher." The unofficial motto was "A man for every girl."

CLASSROOM TIP is given to new music teacher Jane Marshall (left) by Ruth Wolcott, who demonstrates gestures for kindergarten song. Miss Wolcott was a "big sister," one of veteran members of faculty assigned to help new teachers get started.



My Constipation worries are over!



Milk of Magnesia provides better relief—more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work *leisurely*—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.



How to Keep Teacher CONTINUED



"CALL ME MILLY," says Mildred Johnson, 27, who has written over her identification tag. She is from Marquette, Mich., farthest point successfully tapped by school officials of West Hartford in search for new teachers.



STRUTTING WITH TEACHER, E. M. Flannery, Chamber of Commerce vice president, guides Barbara Blair through square dance on school grounds.

CONTINUED ON PAGE 114

Duane
jewels

as bright as the stars
... as worn by the stars

DENISE DARCEL
Co-starring
"Vera-Cruz"
Color by
Technicolor
Released thru
United Artists
A Hecht-Lancaster
Presentation

Necklace and Earring Set from Duane's
"Glamour-Ice" collection. Boxed 18.95 plus tax.
Matching Pin 5.95 plus tax.

DUANE JEWELS Co., Inc., Providence, R. I.

Tops on
CHOPS **A-1**
Ask for A-1, when dining out, too!
SAUCE

New CHRIS-CRAFT SEA SKIFFS

Big 30-ft. Sea Skiff Semi-Enclosed Cruiser—priced from \$7990
Chris-Craft's new Sea Skiffs are fast, dry and seaworthy... with rugged round-bilge, lapstrake construction for easy handling, smooth riding! Choose from nine husky models, 18' thru 35'; wide choice of engines, 60 to 260 h.p. See your dealer or write factory today for FREE brochure.
Price quoted f.o.b. factory, subject to change without notice.

SEA SKIFF DIVISION
CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MIRACLE VALUE!

\$99⁹⁵

NEW 1955 Olympic

First to Break \$100!

Ideal second TV set for your home. See your nearest Olympic dealer for Miracle Value TV, radios, combinations and hi-fi, or write—

Olympic Radio & Television, Inc.
Olympic Building
Long Island City 1, New York

Somebody Loves Me...

When other girls of her age were out with their boy friends of a Saturday night, Marilyn sat home with Rover. Good, old faithful Rover . . . he didn't mind the trouble* that put Marilyn in wrong wherever she went.

Even your best friend won't tell you

The insidious thing about *halitosis (unpleasant breath) is that you, yourself, seldom realize you're guilty of it . . . and even your best friend won't tell you.

You needn't be a wallflower

Why risk offending needlessly? And why trust to lesser precautions that deodorize only momentarily? Why not let Listerine Antiseptic look after your breath with that wonderful germ-killing action? Listerine instantly stops bad breath and keeps it stopped usually for hours on end . . . four times better than any tooth paste.

No tooth paste kills odor germs like this . . . instantly

Listerine Antiseptic does for you what no tooth paste does. Listerine instantly kills bacteria . . . by millions—stops bad breath instantly, and usually for hours on end.

You see, far and away the most common cause of offensive breath is the bacterial fermentation of proteins which are always present in the mouth. *And research shows that your breath stays sweeter longer, depending upon the degree to which you reduce germs in the mouth.*

Listerine clinically proved

4 times better than tooth paste

No tooth paste, of course, is antiseptic. Chlorophyll does not kill germs—but Listerine kills bacteria by millions, gives you lasting antiseptic protection against bad breath.

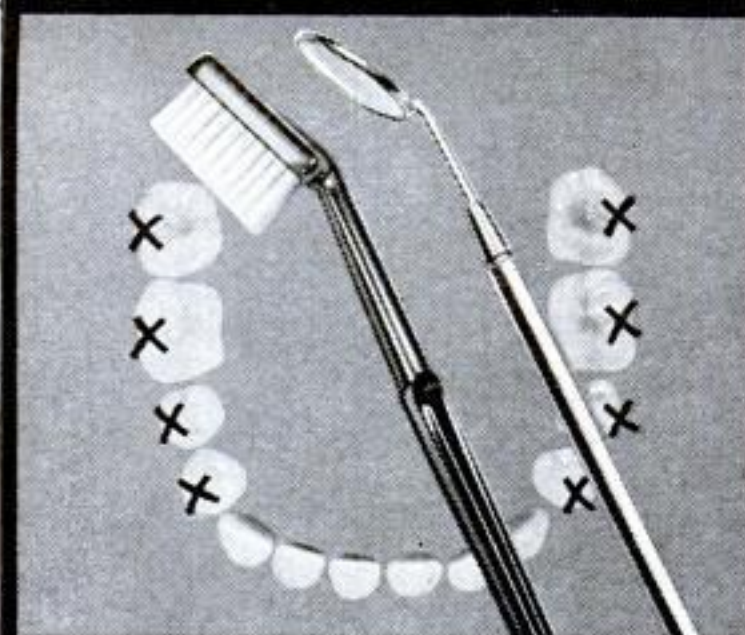
Is it any wonder Listerine Antiseptic in recent clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? With proof like this, it's easy to see why Listerine belongs in your home. Every morning . . . every night . . . before every date, make it a habit to always gargle Listerine, the most widely used antiseptic in the world.



LISTERINE ANTISEPTIC STOPS BAD BREATH
4 times better than any tooth paste



80% of decay occurs in the hard-to-clean back teeth...



So use the brush that's bent like your dentist's mirror to reach those hard-to-get-at places

Look for the **SQUIBB** ANGLE TOOTHBRUSH at your drugstore

here's your new thrill...

beautiful Color Portraits

you create yourself

Discover Marshall's Photo-Oil Colors and enjoy a new artistic thrill! True-life color creates a "portrait-treasury" of family and friends from economical black-and-white photos. You need no art training. What could be more "pre-sketches" than a photo? Quality-tested, transparent Marshall's colors are used by leading colorists to recapture PERMANENT color-beauty without losing highlights and shadows. The New York Institute, oldest and largest school of photography, uses Marshall's exclusively. Now, easy, DO-IT-YOURSELF instructions in every set, make Marshall's so simple to use that you'll be proud of your very first hand-colored photo-portrait. Marshall portraits cost only a fraction of a penny apiece... ask for "matte" prints when you have your photos developed.

Send 15c for 32-page book, "How To Make Beautiful Color Prints..."

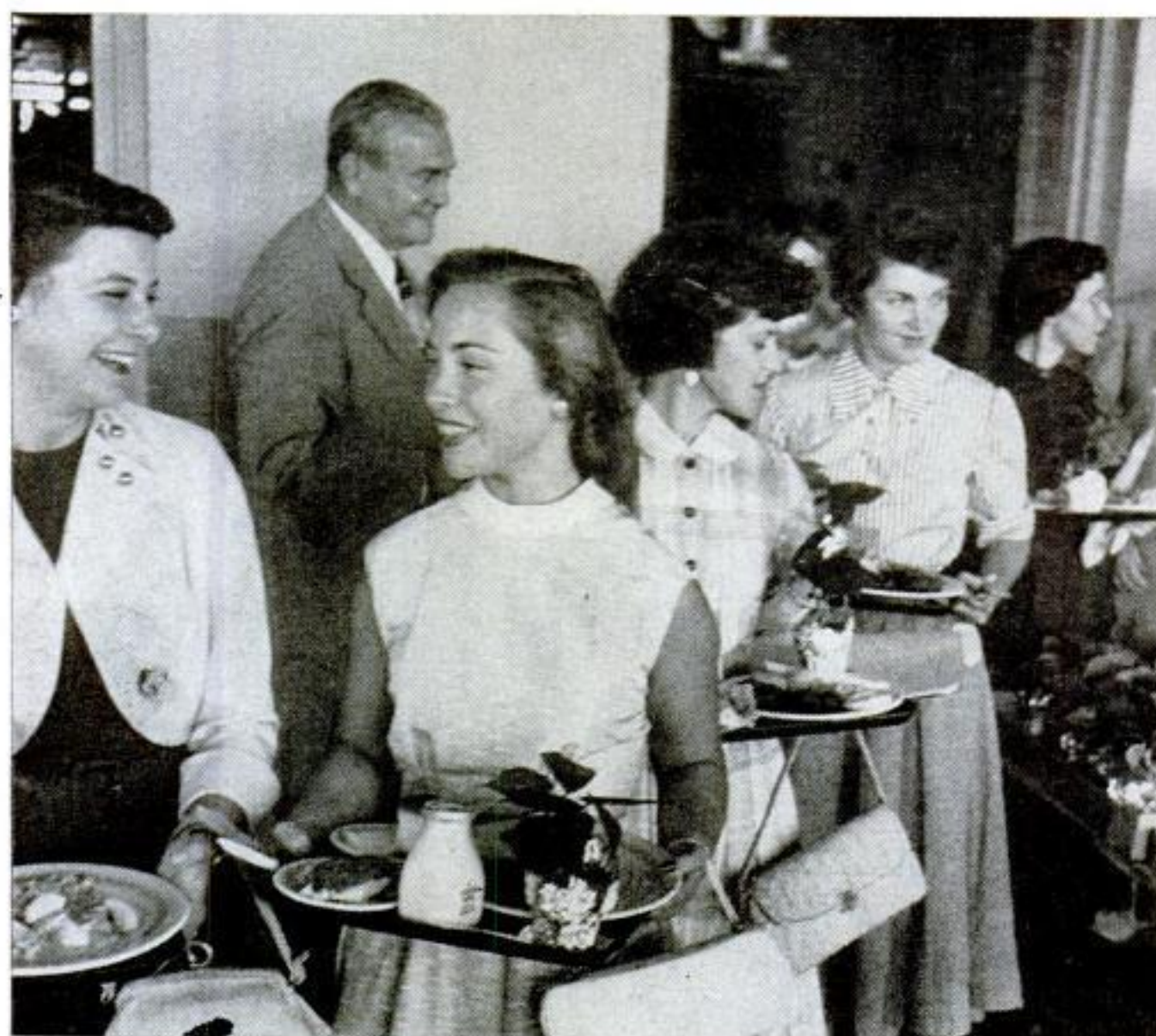
Sets \$1.50 to \$13.95... complete—nothing else to buy.



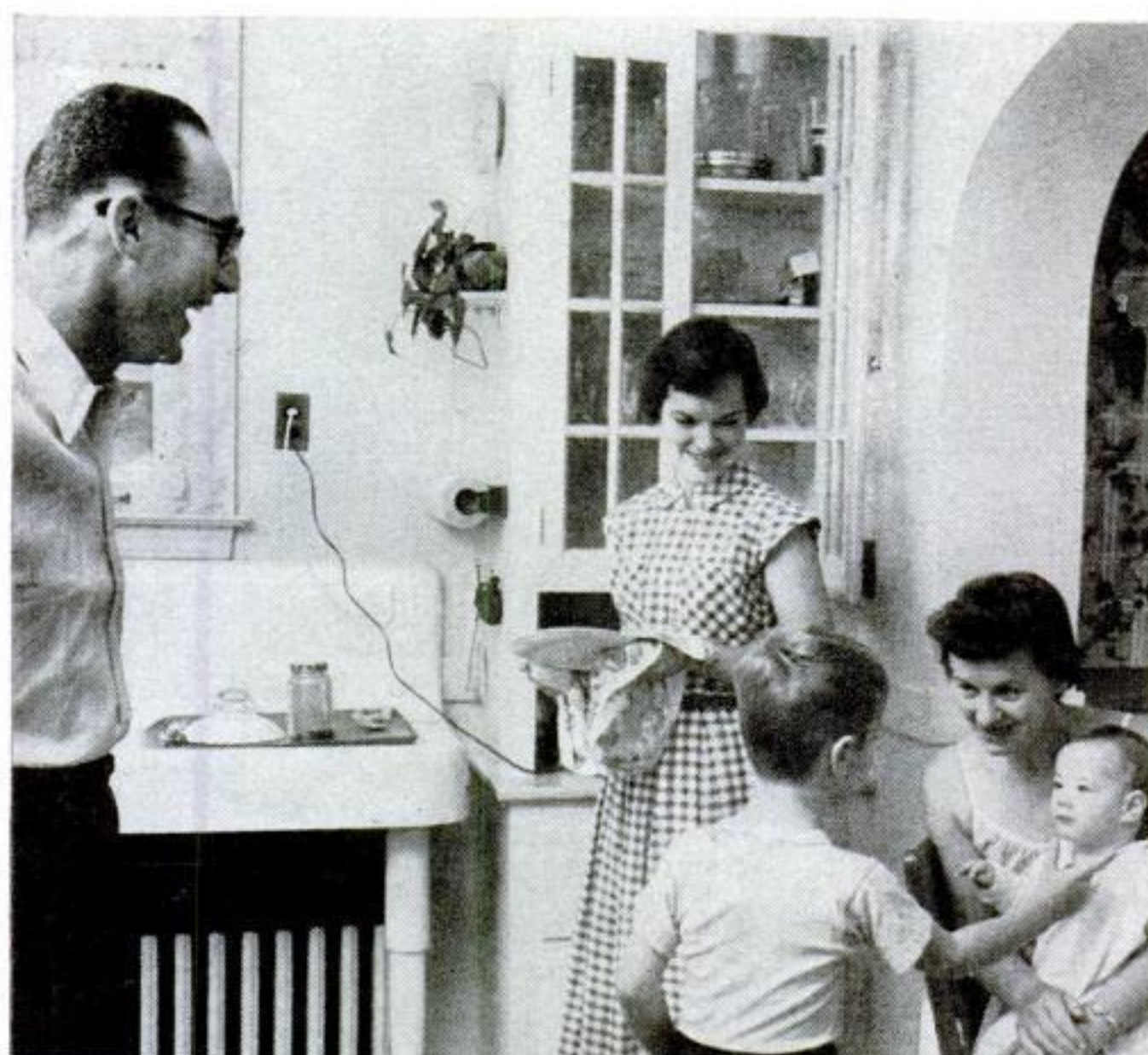
Marshall's PHOTO-OIL COLORS

At photo dealers, everywhere, or write: JOHN G. MARSHALL MFG. CO., INC. 167 North 9th Street, Brooklyn 11, N. Y.

How to Keep Teacher CONTINUED



POTTED PLANTS donated by town Rotary Club were picked up by Helen Stohlman (left), Barbara Stephen at school luncheon. Men got ball-point pens.



IN NEW FAMILY CIRCLE Jane Marshall dries her breakfast dishes. Her landlords, the Michael Garbers listed room for rent in response to a P.T.A. plea.



WEARIED BY WELCOME, Milly Johnson droops over chair while talking to Marjorie Gilson, a teacher whose apartment she shared while getting settled.

POOR TV PICTURE?



If weak receiving tubes are spoiling your TV picture, have your serviceman install new G-E Service-Designed Tubes. They give longer-lasting picture quality. Cost no more. Call your serviceman today.

FOR BETTER PICTURES, INSIST ON

New G-E SERVICE-DESIGNED Tubes!



6BQ6-GA

Progress Is Our Most Important Product

GENERAL ELECTRIC

166-1A15



for the whitest shoes you've ever worn!

At Leading Chain and Independent Stores in the United States and Canada

for QUICK RELIEF of

HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders—Dissolves quickly—Goes to work fast to relieve pains of simple headache—neuralgia—discomforts of over-indulgence in food or drink. No unpleasant after symptoms.

Snap Back with



Guaranteed by Good Housekeeping

When that harvest sun's a-beating,
Thirsts are mighty hard to chase!
What goes best with he-man eating?
SEVEN-UP at every place!



Copyright 1954 by The Seven-Up Company

"Fresh up" with Seven-Up!



Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store.

You like it ... it likes you! Enjoy sparkling, crystal-clear 7-Up ... often. Seven-Up is so pure, so good, so wholesome that everybody—from tiny tots to grandmas and all ages in between—may "fresh up" to his heart's content. Buy 7-Up wherever you see those bright 7-Up signs. **THE ALL-FAMILY DRINK!**

EVERY ENTRANT WINS IN

Win \$10,000 CASH—First Prize

10 Second Prizes



10 famous Bendix Duomatic Washer-Dryer combinations. Winners have choice of gas or electric models.

RETAIL VALUE, Each—\$499.95

10 Third Prizes



10 Crosley Shelvador Upright Freezers; with 13 cubic feet capacity.

RETAIL VALUE, Each—\$449.76

10 Fourth Prizes



10 Crosley Double-Oven Electric Ranges.

RETAIL VALUE, Each—\$357.07

200 Fifth Prizes



200 Crosley Clock Portable Radios, each complete with batteries and carrying case.

RETAIL VALUE, Each—\$49.95

—AND EVERYONE A WINNER!

**Certificate worth
1 pound of NUCOA—FREE
sent to every entrant!**

(One entrant per family)

You have as much chance to win as a college professor! Your own sincere words, your own genuine interest in what Nucoa may mean to your family—are what count. They may well win for you one of the 231 big much-wanted prizes offered by New enriched Nucoa.

Take a few minutes to finish the sentence below in this new kind of contest which rewards every entrant with a prize!

Here's all you do:

JUST COMPLETE THIS SENTENCE IN 25 WORDS OR LESS:

"New, enriched NUCOA is good for my family because"

Easy!

All you need to enter comes with the special Nucoa contest package—right at your grocer's. Get a package today!

CONTEST CLOSING MIDNIGHT, NOV. 6, 1954



Look for this Nucoa Contest Poster on display at your grocer's.



With your special Nucoa contest package are contest rules—and tips to help you win!



**Enter now!
You're bound to win!**
We are setting aside at least \$120,000 for certificate-prizes, one mailed to every eligible entrant. Each worth 1 lb. of Nucoa!

NUCOA \$150,000 CONTEST



➤ Important facts about NUCOA to help you win!



- New Nucoa is enriched for your family's health.

- Nucoa is digestible for everybody—even for babies, even for baby's *first* spread!



- Everything in Nucoa is good for you—Nucoa is rich in sweet skim milk and fresh vegetable oils, two great foods that come from Nature. Easy to digest!

- Nucoa contains more milk minerals than the most expensive spread.



- New enriched Nucoa is shipped fresh daily—there is no such thing as storage Nucoa.

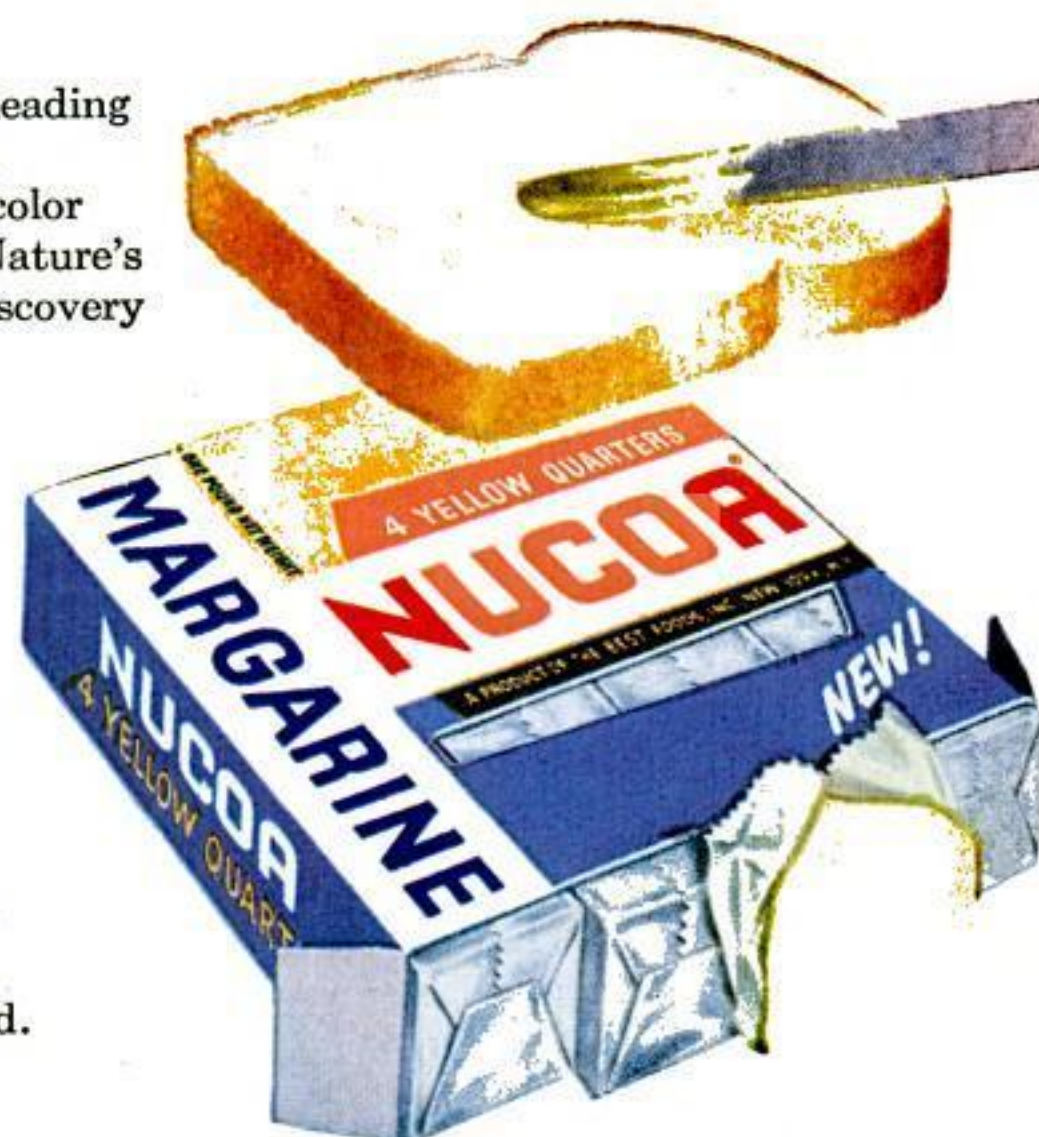
- Nucoa is enriched all through with Vitamins A and D, essential to good vision, good skin, good health!



- Only Nucoa, of all leading margarines, gives you golden Vitamin A color from carrots—from Nature's gardens. Newest discovery in table spread!

- Just two ounces of enriched Nucoa gives your child 62% of the A and D vitamins he needs *every* day for health.

- Nucoa is even more digestible than toasted bread.



NEW Enriched **NUCOA**®—digestible even for babies



When
your family
clamors for
something
different...



It's the specially blended sauce that makes Chef Spaghetti Dinners—and all the many other Chef products—so extra-specially good.

Try Chef Boy-Ar-Dee Ravioli, Spaghetti and Meat Balls, Sauce with Meat, Sauce with Mushrooms, Sauce with Meat Balls, Spanish Sauce, and Meat Balls with Gravy. So why not make one night a week "Chef Night"? You'll save time, save money, serve wonderful meals!

Delicious Mealtimes Magic! Only 12 short minutes is all it takes to put this wonderful Italian-style spaghetti dinner on your table. A real taste treat to brighten up your family's meals! Everything you want in one

Chef package! The finest, quick-cooking spaghetti . . . ready to heat, tomato-rich sauce with tender mushroom pieces . . . and lots of tangy, grated cheese. A dream of a meal for 3—at only about 14¢ a serving.

Quick tempting...tasty

CHEF BOY-AR-DEE

SPAGHETTI DINNER

with Mushroom Sauce or Meat Sauce





IN THE WOMEN'S CELL OF JAIL MARGE AND CHUCK DEIBEL, WITH THEIR SON DANNY IN THE BUNK, INSPECT A SMALL PART OF THEIR HUGE HAUL OF NICKELS

GREAT LUCK FOR MARGE AND CHUCK

They really didn't need it, but Deibels get a Niagara of nickels

Proof positive came up last week that Americans respond not only to top dogs and underdogs, but to plain middle dogs. Marge and Chuck Deibel of Mount Pleasant, Mich., visiting New York, dropped into a CBS studio to see Garry Moore on TV. Moore picked Marge from the audience, asked her about her family, husband's business, and then out of the blue, said, "Why don't we all get together and send Mrs. Deibel some money just for nothing.

... Send a nickel to Mrs. Charles Deibel."

Back home in Michigan two days later a Niagara of nickels gushed in on Marge and Chuck, who didn't really need it since he is doing pretty well selling electrical appliances. To handle more than 100,000 letters, the delighted and dazed Deibels took over two rooms in the Mount Pleasant jail, invaded a bank vault and borrowed all the counting machines in the town. Total at last counting: \$7,000.



IT ALL STARTED on television show with Marge giving her name and home address to Garry Moore.

For larger cuts,
burns, abrasions...



use the dressing
your doctor uses...



because it's sterile
at the moment of use



Sealed in
individual
envelopes

Apply with
Red Cross Adhesive Tape

Johnson & Johnson

No connection whatever with American
National Red Cross

Luck for Marge and Chuck CONTINUED



THE DEIBELS, both 26, live with their two children on ground floor of an old-fashioned house, hope to apply their nickels toward building a new home.



MOUNTAIN OF MAIL is piled up in basement of the county jail. As Marge and Chuck sort and count they keep track of their money on a blackboard.



Dry lips need
'Chap Stick'

'Chap Stick' relieves that dry-lip feeling — fast

Dry lips can easily lead to sore lips. Moistening them with your tongue won't help. 'Chap Stick' soothes them fast and lastingly. That's why the daily use of 'Chap Stick' is a happy habit. Specially medicated, colorless—antiseptic—protects your lips while it soothes them.

'Chap Stick' is pocket-size, easy to apply. Use it regularly to keep your lips relaxed, refreshed, comfortable.

Be sure to buy a *Personalized** 'Chap Stick' for every member of the family. And refuse all substitutes.



*It's Somebody's
Birthday Today*



*Send Your Best Wishes
by Long Distance*

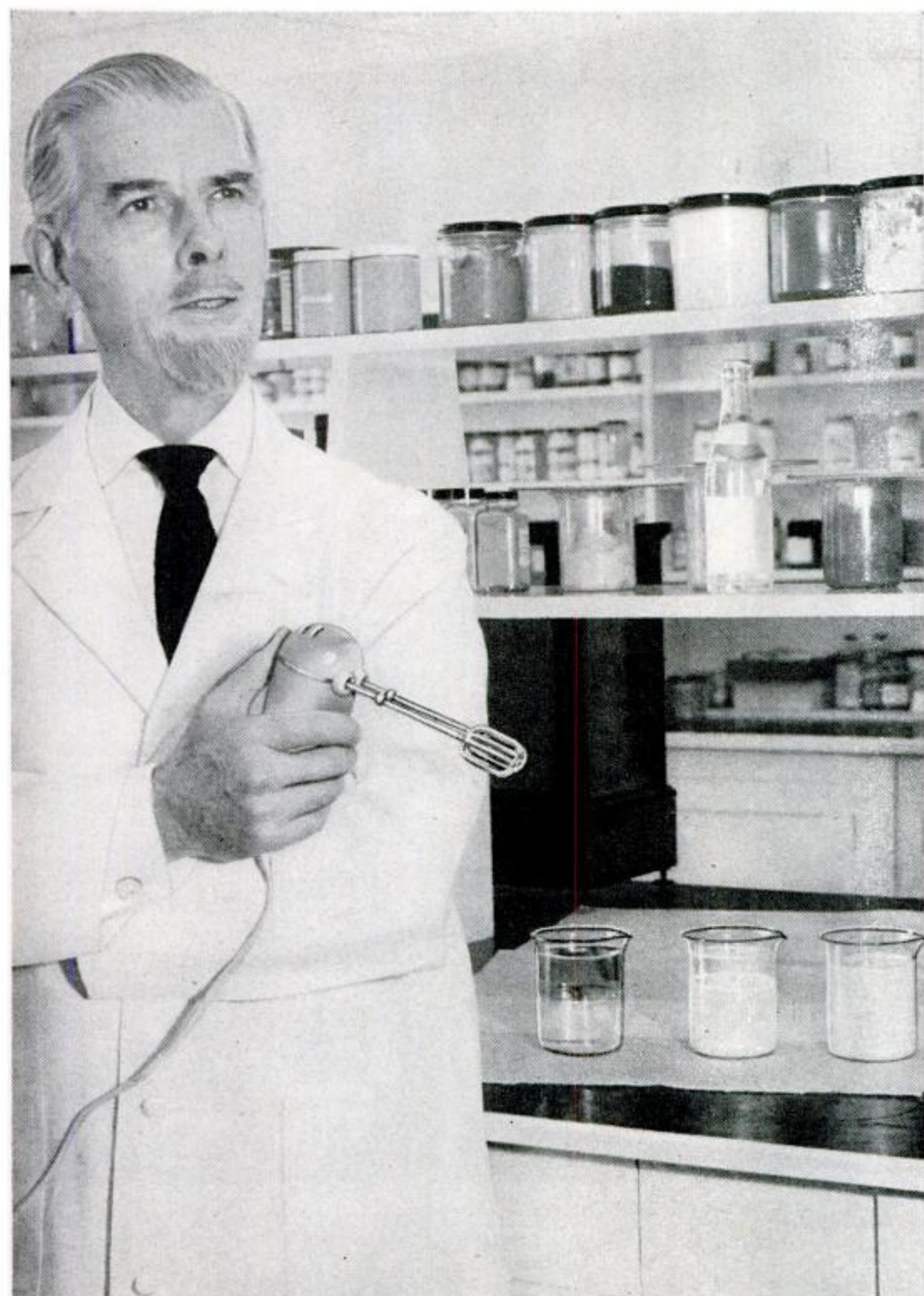
RATES ARE LOW Here are some examples:
Boston to Syracuse 70¢
Indianapolis to Pittsburgh.. 80¢
Dallas to St. Louis \$1.05
New York to Chicago..... \$1.20
San Francisco to Washington \$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax. Low rates for similar distances all over America.

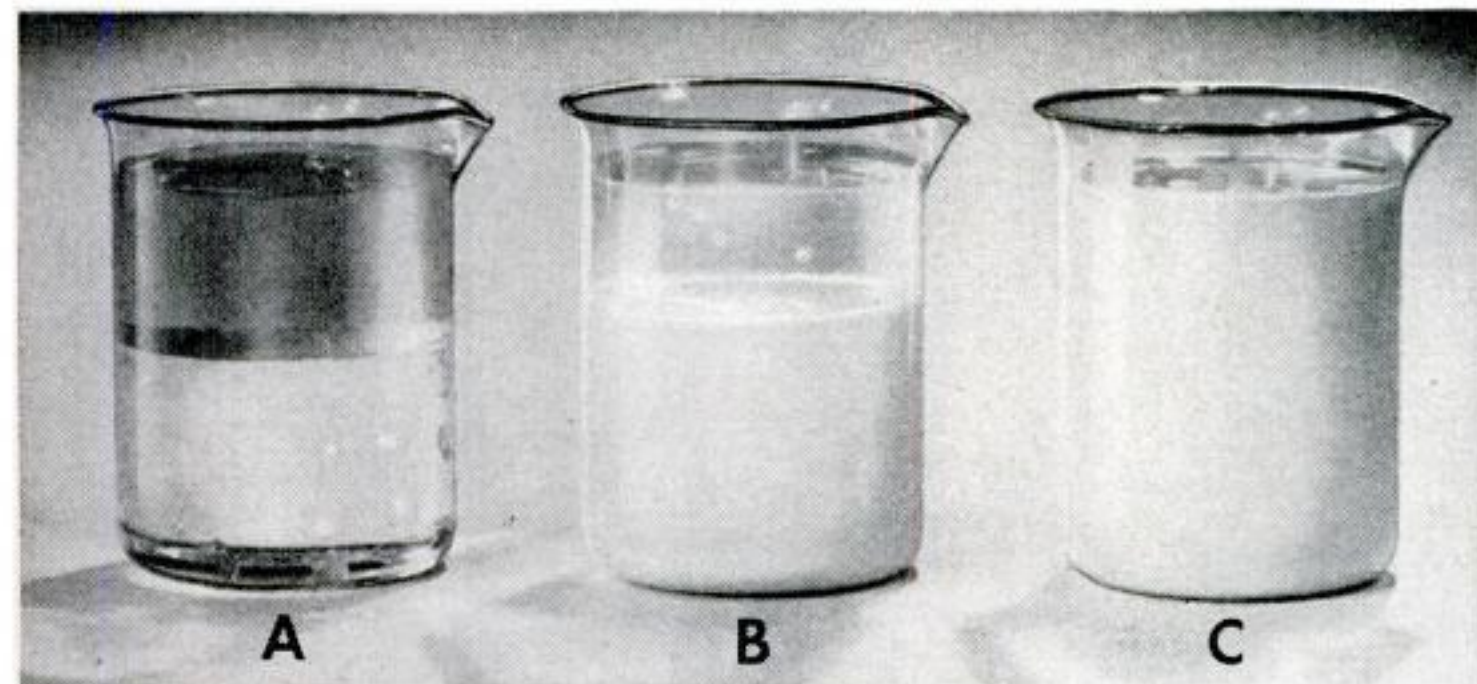
**Don't wonder. Don't worry.
Call today and be sure.**



CONTINUED ON PAGE 122



WHO SAYS OIL AND WATER CAN'T MIX? One oil does—Charles Antell's new SUPER LANOLIN! Using high-speed mixer (see below), Antell scientist shows how new SUPER LANOLIN completely absorbs moisture. Great news for your hair, because it's *moisture* that softens, silkens it!



ABSORPTION TEST shows (A) 3 ounces of water and 3 ounces of olive oil (could be any vegetable or mineral oil) still completely separate after high speed mixing. (B) 3 ounces of lanolin have absorbed 1 ounce of water. (C) 3 ounces of SUPER LANOLIN and 3 ounces of water completely homogenized! Proof SUPER LANOLIN is 3 times more effective than any lanolin product for carrying precious moisture onto and into hair and scalp!

New SUPER LANOLIN DEVELOPMENT

Greatest Break for Your Hair Since Lanolin Itself!

As 55,000,000 Americans know—it was Charles Antell who first broke the big story on lanolin and made it a household word in this country.

No other known substance ever did so much to protect the vital "oil-and-moisture" balance dermatologists say your hair needs for that look of luster, health, satin-softness. Reason is lanolin's unique ability among all oils (see test pictures at left) to absorb and retain moisture—an absolute necessity for hair health and beauty.

Other grooming aids, of course, followed Antell's lead... "added" lanolin, "contained lanolin" or were "fortified" with lanolin. But Charles Antell researchers had already pushed on further, probing lanolin's basic chemistry for the secret of its *full* potency.

Could lanolin be formulated, concen-

trated, refined for greater effectiveness?

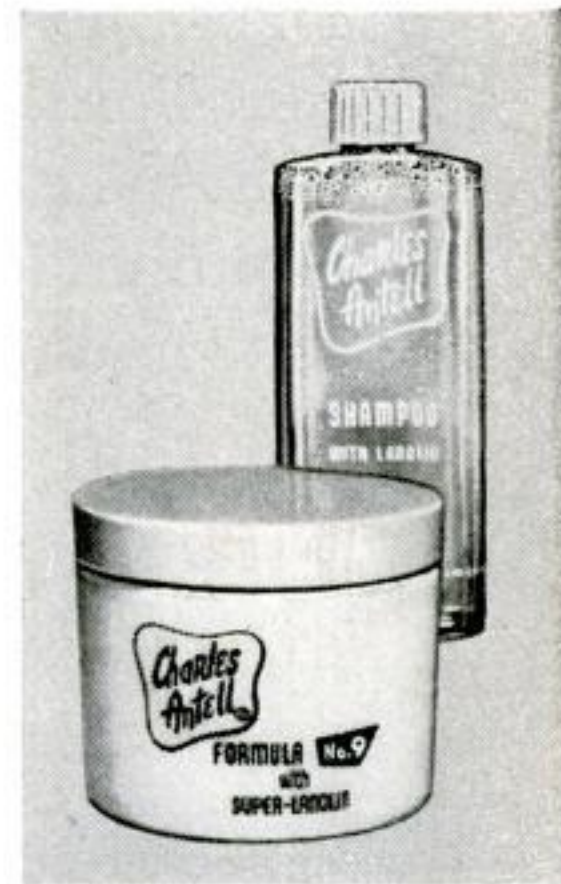
It could be. And it was. Aptly named SUPER LANOLIN, Charles Antell's new exclusive development proved as superior to ordinary lanolin as lanolin is to other oils!

Tests on human hair immediately revealed SUPER LANOLIN absorbs 3 times *more* moisture than lanolin itself! Keeps this precious moisture in hair and scalp 3 times *longer*!

Result? Damaged, dehydrated hair... hair that's been dried-out, dyed-out, fried-out... comes back to life before your eyes. As with all Antell products, it's not a question of—"Will it work?" SUPER LANOLIN Formula 9 *must* work—or your money back and no questions asked. For free, illustrated booklet, "Better Hair Care", write Charles Antell, 112 South St., Balto. 3, Md.



HAIR ABUSED by too much sun, too many shampoos, bleaches, permanents? Tonight, saturate it with SUPER LANOLIN Formula 9. In the morning, wash hair with specially-created Charles Antell Lanolin Shampoo. See difference *instantly*! Hair is radiantly alive, feels far softer!



LOOK FOR combination package at all drug and cosmetic counters everywhere. Formula 9 also available in liquid form.

MONEY BACK GUARANTEE

CHARLES ANTELL New Super Lanolin FORMULA 9 and

Two New Developments from Antell's Beauty Division



ALWAYS TOUCH-UP before you make up! Sensational new Charles Antell TOUCH-UP STIK covers dark circles, blemishes, lines. Now shed years in seconds! With free matching Liquid Make-Up — a \$3.50 value now only \$2.00.*



HAIR OBEYS PERFECTLY, stays beautifully in place, without heavy lacquer—remains shining-soft to see, silky-soft to touch when you use Charles Antell HAIR SPRAY with lanolin! \$1.25 value for only \$1.00.*

SHAMPOO

Both for only 98¢*

*(plus tax)



**Who puts
the "Genuine" in
Genuine Ford Parts?**

The same men who originally built your Ford set the specifications for Genuine Ford Parts. This means that Genuine Ford Parts are made right for your Ford, to fit right to last longer.

The way to keep your Ford running like new, even though replacement parts are called for, is to always get new parts that you *know* are made *especially* for Fords. This means *Genuine Ford Parts*.

Every Genuine Ford Part is made to *exact* Ford specifications, and put through gruelling tests by Ford engineers, both in laboratories and test tracks, before they're approved for manufacture. That's why we say:

WHEREVER YOU GO, INSIST ON



TO COPE WITH BONANZA, townspeople (67 in all) joined Marge in jail cellar to open letters. Sometimes they contained more than nickel—once \$5.



OFF TO THE BANK Deibels trundle packages of nickels, each holding \$100. When TV show is repeated in kinescope this week, they expect new riches.



Blue  Bell

**matched sets are
reinforced in 23 places!**

For "doing it yourself" around home or earning your living where the going is tough, Blue Bell matched work clothes are built to take it. Not 5, not 10, but 23 points of stress are reinforced with stronger thread, extra loops, special tape. Shirts and pants are tailored to meet new revised weight-and-height standards, and are Sanforized to hold their sizes. Blue Bell's own STA-FLAT leg seams keep their trim look for life, are easier to iron. Strong, smooth tunnel loops grip $\frac{3}{4}$ " up to $1\frac{1}{4}$ " belts without pinching or bulging. Ask to see Blue Bell casual clothes, too — smart buys for the whole family.

BLUE BELL, INC.
Empire State Bldg., New York 1, N. Y.

*Shown in panel:
matched sets in sturdy twills and drills, in vat-dyed colors that stay put*



Look for the informative Qualitag that
guarantees finest fit and quality at low price



See how convenient! Taste how delicious!

BETTER FOR YOUNGSTERS!



No chance of breakage. If youngsters drop a can—or a carton of cans—there's no harm done. A real blessing!



Sanitary—used only once and thrown away. No one else has ever drunk from the soft drink can you buy.



Simple to open. Children can do it themselves. Quick pressure on opener makes smooth V-shape opening.

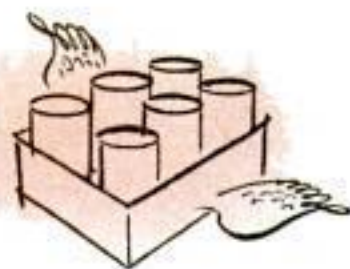
EASIER FOR YOU!



No deposits, no returns. You can forget forever the nuisance of storing "empties" and lugging them back for refunds.



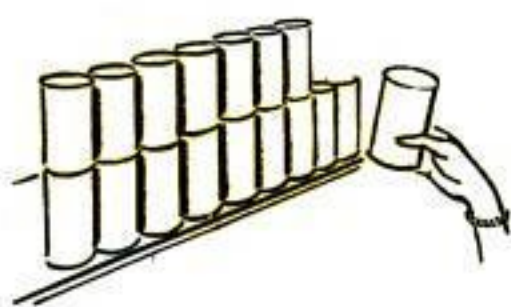
Cool faster. Cans chill more quickly than bottles in your refrigerator—or in the cooler you take on picnics.



Lighter to carry. Cans hold the same amount as bottles—but weigh much less, are easier to carry home from the store.

AND LOOK AT THESE SPECIAL "SMOOTH-TOP" ADVANTAGES!

No bottle—no other type of can—gives you all the important extra advantages you get when you buy soft drinks in the new "Smooth-Top" Cans developed by the American Can Company.



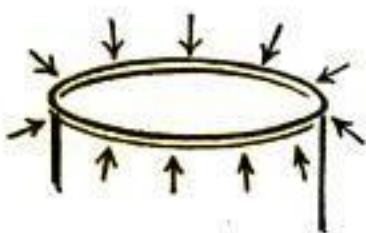
Easy to stack in cupboard or refrigerator. Save space. Pile 'em up two or three on top of each other. It's no problem with the "Smooth-Top."



Specially lined to protect flavor. New "Smooth-Top" Cans have a hard enamel lining which safeguards the flavor of soft drinks—keeps them pure and fresh-tasting.



Easy to drink or pour from. The V-shape opening lets air in as liquid comes out. So simple for children. No gurgling or gulping. Drinking from a "Smooth-Top" Can is the nearest thing to drinking from a glass.




Completely sealed to protect carbonation. "Smooth-Top" Cans are tight-sealed all around—keep the fizz sealed inside until you open them. Another reason why soft drinks taste so good in "Smooth-Top" Cans.



Another top-quality container made by **American Can**

Soft drinks in the new "SMOOTH-TOP" cans!



Look for your family's favorite soft drinks in the new "Smooth-Top" Cans! 

Company

America's leading manufacturer of food and beverage cans

OLIN SCIENTISTS UNLOCKED NATURE'S SECRETS to bring you this

The revolution in science that split the atom, smashed the sound barrier in flight and opened the door to outer space now gives you an amazing flashlight battery. Compared with the earliest batteries, this modern Olin "portable power plant" offers twenty to forty times more power. And compared with the traditional batteries you have been accustomed to using in recent years, it gives you up to twice the life at no increase in cost. More powerful, longer lasting, leakproof . . . it's a battery suited to the modern atomic-electric era you live in. See famous Ice Capades Celestial Ballet dramatically lighted by dependable Olin batteries. Olin is the official battery of Ice Capades.

AMAZING BATTERY

POWERED WITH A SECRET NEW FORMULA, SEALED WITH SOLINITE*... UP TO TWICE THE LIFE OF OLD-FASHIONED BATTERIES

*OLIN'S TRADEMARK FOR CORROSION INHIBITOR



OLIN QUALITY BATTERIES, FLASHLIGHTS, LANTERNS AND HEADLIGHTS

Many of America's foremost instrument manufacturers specify Olin batteries for Geiger counters. These sensitive instruments have made possible the discovery of many of the world's largest uranium deposits.

For home, farm, industry, or on the road—next time ask for
ELECTRICAL DIVISION, OLIN MATHIESON CHEMICAL CORPORATION, NEW HAVEN 4, CONN.

OLIN  **the modern battery**

ROUNDUP IN THE ARCTIC

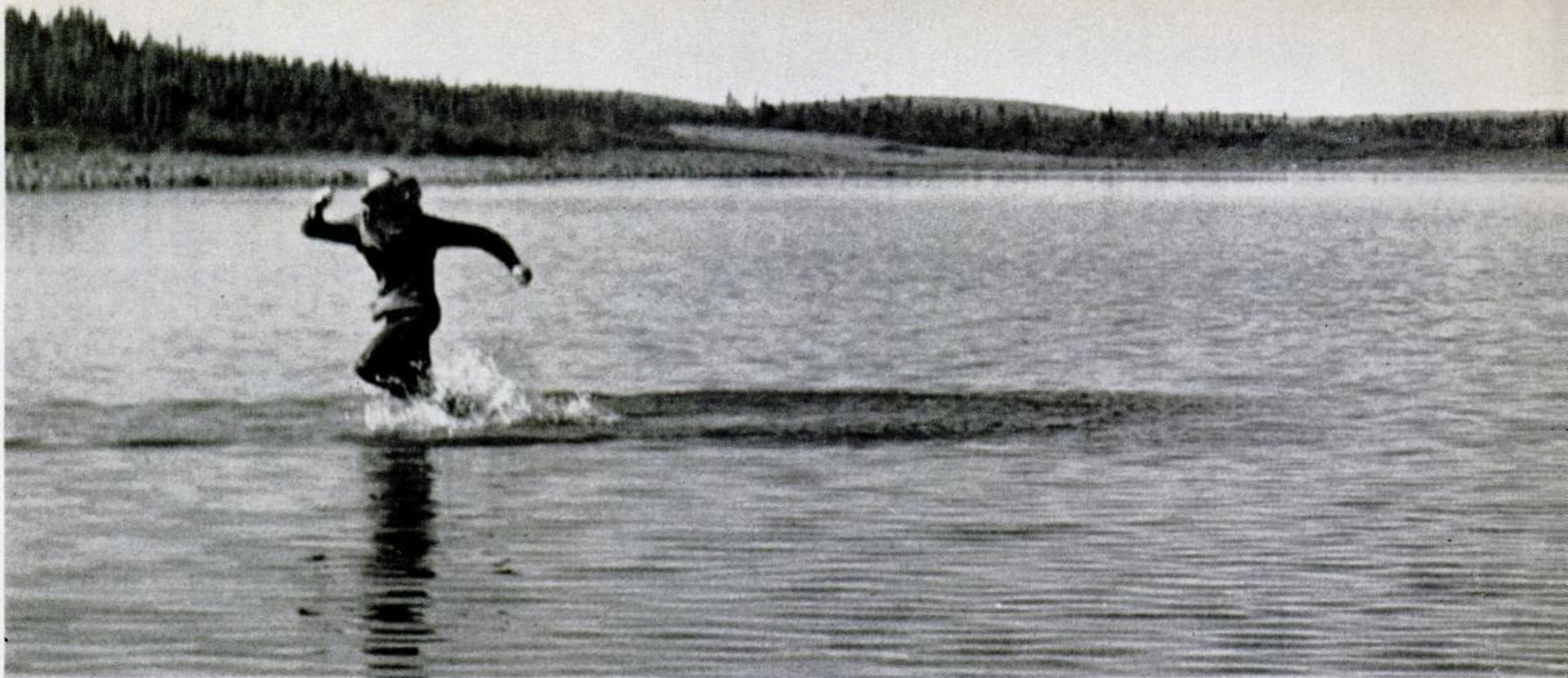
Vermonter hopes to tame the musk ox

Photographed for LIFE by FRITZ GORO

Across the barren arctic tundra roams a strange and vanishing animal, the musk ox, whose curving horns and long hair make it look like a cross between a cow and a buffalo. In a land of little vegetation it survives, nibbling willow leaves in the summer, nuzzling through the snow for lichen during the winter. Hunted almost to extinction, the remaining herds are now rigidly protected.

For years Arctic Expert John J. Teal Jr. has pondered the possibility of domesticating the musk ox, believing it would thrive on the rocky slopes of northern New England, where sparseness and cold make cattle-raising difficult. The musk oxen's tender flesh and long hair, as fine as cashmere, might prove commercially valuable. In August, Teal headed an expedition into northern Canada, hoping to round up musk oxen which he could tame and breed on his Vermont farm. Hunting them in herds and hunting them singly, like the big bull below, he pursued the fleet beasts for a month across the wild arctic landscape.





DRIVEN INTO THE SHALLOW WATER NEAR SHORE BY THE MANEUVERING CANOE, A 700-POUND MUSK OX BULL ANGRILY CHARGES AFTER HIS WOULD-BE CAPTOR HERBERT DRURY.

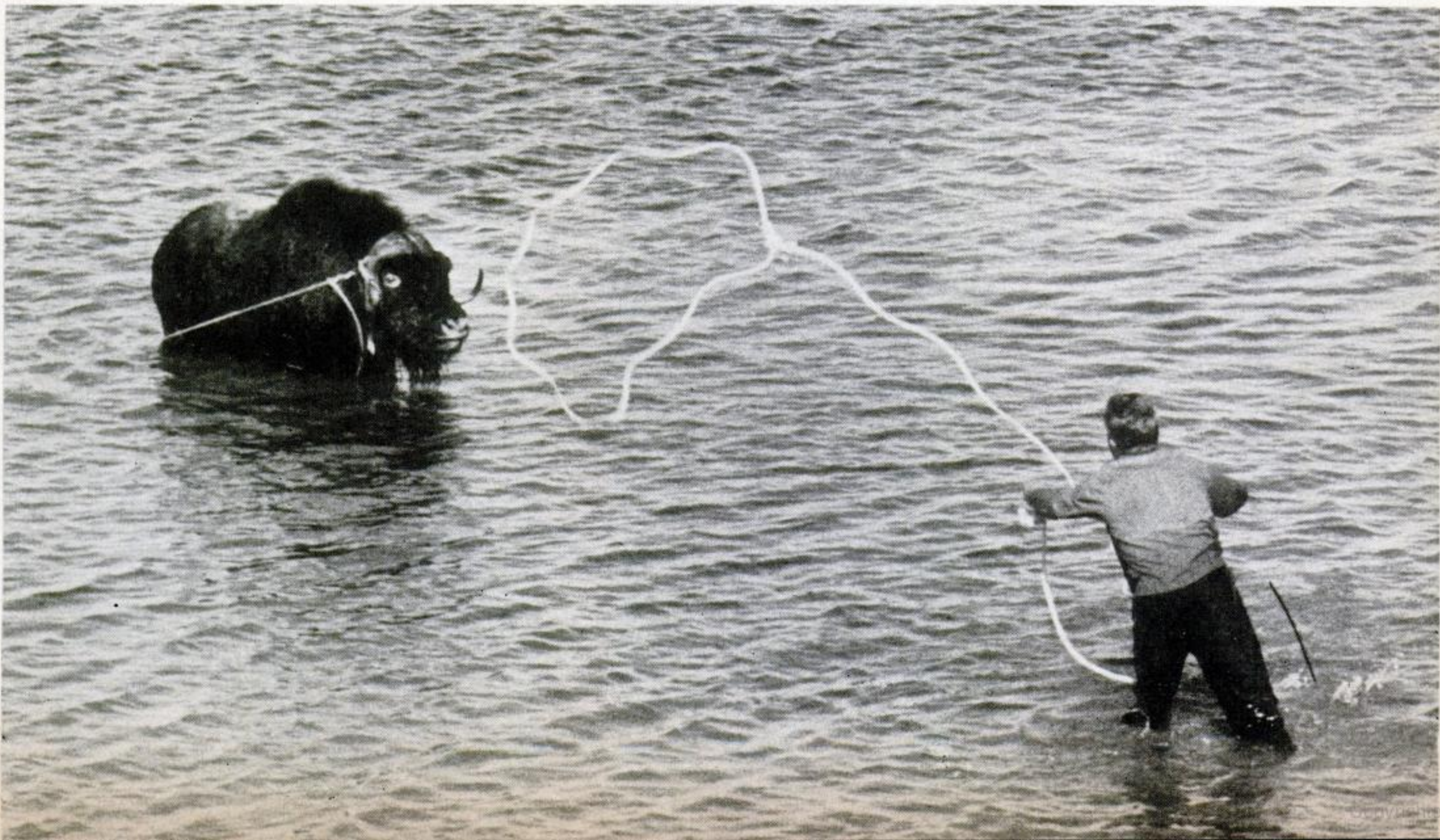
BRAVE BULL GIVES THE MEN A BANG-UP BATTLE

The eight-man expedition set out for the northwest territory on Aug. 4, after securing approval of the roundup from the Canadian government, which carefully protects the herds. Flying by seaplane, they made camp on the lake-studded tundra 400 miles northeast of Yellowknife. Methodically laying his plans, Teal constructed a corral with a funnel-shaped opening on a peninsula protruding into a lake. After herding the musk oxen onto the tongue of land, he planned to drive them down the blind alley to the corral. Soon the party spotted a big bull and forced him slowly toward the enclosure. But once inside, the bull plowed through the fence, and took off across the lake. Giving chase in a canoe, Teal and his men finally captured him. But the battle he put up convinced Teal that full-grown musk oxen could not be carried from the tundra in a light plane. He therefore turned his attention to capturing a calf (*pp. 130, 131*).



TURNING ON THE CANOE WHICH BLOCKS THE WAY TO FREEDOM, THE ENRAGED BULL

TOSSING A LASSO, HERBERT DRURY ATTEMPTS TO ROPE THE BULL, WHICH IS ALREADY PARTLY TETHERED BY ANOTHER ROPE THROWN OVER HIS HEAD FROM TEAL'S CANOE





DRURY, WHO IS WEARING A NET COVERING HIS FACE TO PROTECT HIM AGAINST THE ARCTIC'S SWARMS OF BITING BLACK FLIES, RETREATS HASTILY TOWARD THE ROCKY SHORE



CHARGES AS ALDEN TAYLOR, EDWARD SALVAS AND TEAL PADDLE AWAY FROM HIM. KEEPING THE CANOE OUT OF REACH, THEY WORKED THE BULL TOWARD LAND

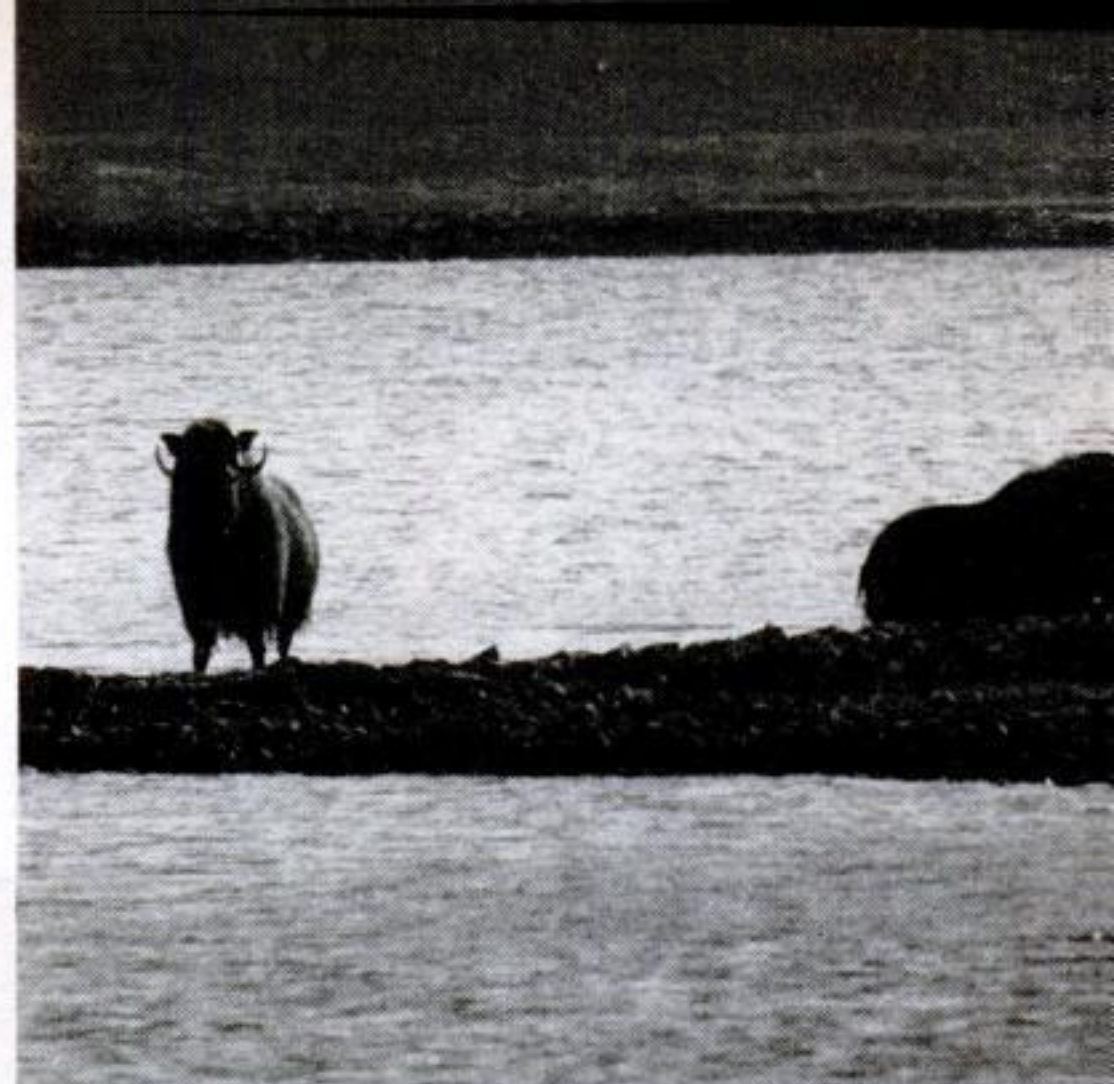
FINALLY EXHAUSTED AND BROUGHT TO BAY, BULL STANDS MOTIONLESS AS AN EXPEDITION DOG CIRCLES HIM NOISILY. THE EXPEDITION DID NOT TRY TO TAKE THIS BULL OUT



CONTINUED ON NEXT PAGE



CIRCLING LOW NEAR THE CAMP SITE, THE EXPEDITION'S SEAPLANE SPOTS THE FIRST LARGE HERD OF MUSK OXEN



ON PENINSULA, THE LEAD BULL (LEFT) HALTS A MOMENT,

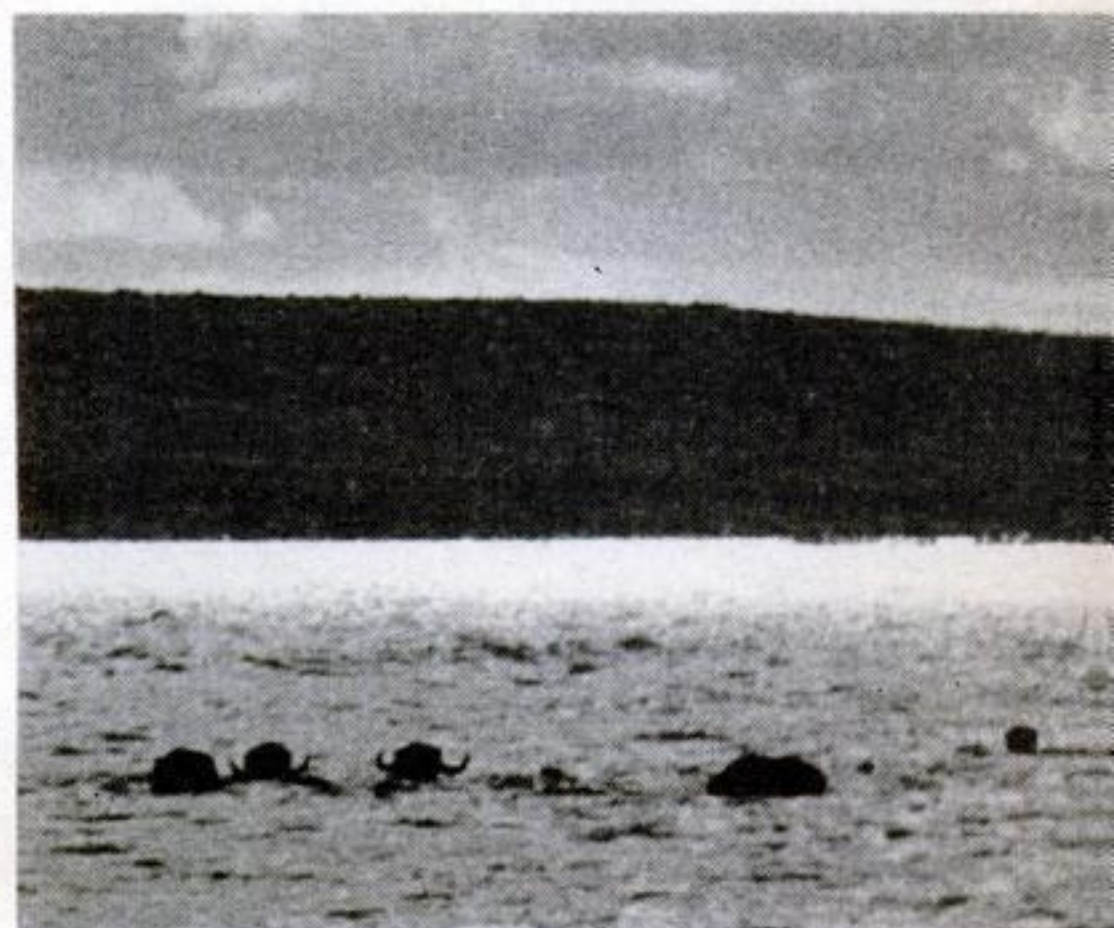


THUNDERING TOWARD HIGH GROUND AND THE COVER OF A WILLOW TREE GROVE, THE LARGE HERD, INCLUDING SEVERAL YEARLINGS AND A CALF (SECOND FROM LEFT), ESCAPES.

A HERD ESCAPES, A CALF IS CAPTURED

For a week Teal and his men had been observing a herd they had spotted from the air, and had followed them doggedly but found no way of cornering them on the open land. Then the herd stopped to graze near a peninsula and the men, spread out in a line, cornered it there. Believing that the herd would cling to the land to protect its calves rather than risk them in the water, Teal hoped to lasso a calf and draw it out. But as the men approached, the canny leader (*top, center*) wheeled, unexpectedly led the band across the lake and to the safety of high ground beyond (*above*).

Nearly two discouraging weeks followed as the men fruitlessly sought more animals. Then Teal took off in the plane to look for the oxen and found that by flying low the plane disturbed them and could drive them at will. As time ran out, Pilot Harry Taylor skillfully drove a herd to a peninsula where it plunged into the deep water. Teal and Lansing Holden, waiting with a canoe, quickly set out in pursuit (*right*), brought their first prize ashore. In the next days two more calves were caught, and in the last moments an expedition which had had three weeks of failure finally knew success.



BEST CHANCE came later when a smaller herd was successfully driven into deep water, pursued by



CONSIDERING WHICH DIRECTION TO GUIDE THE HERD



PICKING A PATH THROUGH SHALLOW WATER, HE LEADS IT ACROSS THE LAKE TO SAFETY ON THE OPPOSITE SHORE



IF CANOE HAD BEEN HANDY, TEAL MIGHT EASILY HAVE SINGLED OUT CALF AND CAPTURED IT. BUT ONCE THE OXEN REACHED THE SHORE, TEAL'S MEN NEVER SAW THEM AGAIN



Lansing Holden and Teal. Overtaking it, Teal jumps out of his canoe, swims toward a calf and grabs it.

WITH THEIR FIRST CALF Drury and Teal leave → the plane which had flown them to the base camp.

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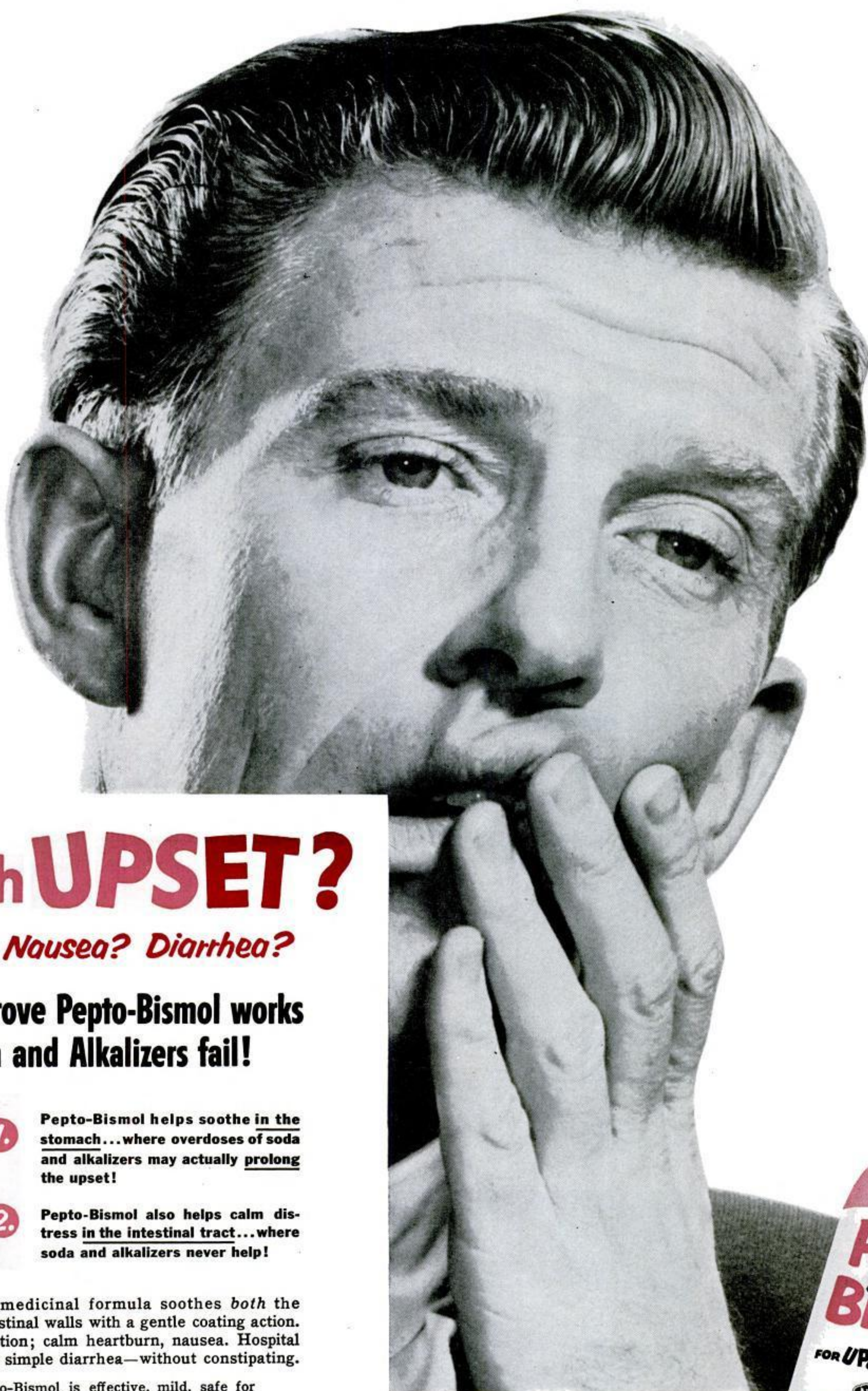




TWO CAPTURED CALVES stand chained in the camp corral. Each was given a series of injections to protect it against disease. An expedition member slept in

the corral at night to guard against predatory wolves. Though calves at first kicked and butted their captors, they grew more docile after a few days' captivity.

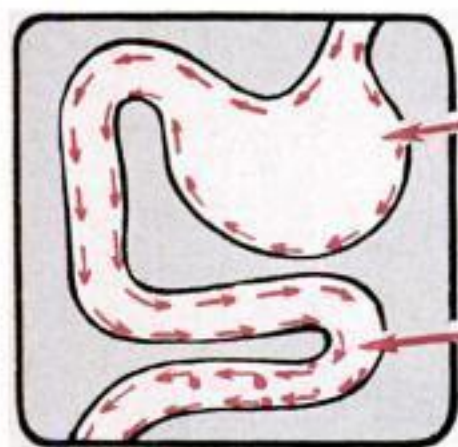
[CONTINUED ON PAGE 134](#)



Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1.

Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2.

Pepto-Bismol also helps calm distress in the intestinal tract...where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

P.S. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!



A NORWICH PRODUCT

Take Hospital Tested

Pepto-Bismol[®]...and feel good again!

SEWMOR

the only



of its kind!

GUARANTEED

for **25** years

GUARANTEED

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by



and, priced for the
"smart and thrifty"
home sewer.

See your local sewing machine
dealer for a "no obligation"
demonstration, or write:

CONSOLIDATED
SEWING MACHINE CORP.
1115 Broadway, N. Y. 10, N. Y.

for complete literature
and free needle threader.

DEALER FRANCHISES AVAILABLE

ROUNDUP IN THE ARCTIC CONTINUED



CALF'S FIRST MEAL, a bottle of milk, has to be forcibly administered in the camp corral by Veterinarian Ernest Paquette as Teal holds the animal.

P.S. CALVES ARE DOING FINE AND TAKING NOURISHMENT

The three calves, two females and a male, were flown to Teal's farm near Huntington Center, Vt., where Teal, an anthropologist who has spent years in arctic research, began the job of domesticating them. How the differences in Vermont climate and vegetation will affect the calves is unknown. Undoubtedly they will be subjected to new diseases and their resistance may prove low. Most important remains the question of whether they can be bred in captivity. Teal plans to return to the tundra next year to augment his herd. It will be a couple of decades before he knows for sure whether the musk ox can be domesticated, but he is only 33 and expects to live long enough to find out.



AT NEW VERMONT HOME the three captured calves begin to show signs of tameness, wait for Teal and line up willingly for their milk at feeding time.



"It's smarter to charter a Greyhound"

—says Sammy Kaye, Star of ABC-TV
Show, "So You Want to Lead a Band"

"In all my years of touring this country with my band, I have found no finer travel service than a chartered Greyhound. Your group gets one of the world's finest (and safest) drivers, you save time, travel routes you select, arrive right at the doorstep of your destination. I'm sold on Greyhound charter service!"

For Charter Information visit your
Greyhound agent, or write Greyhound
Tour Dept., 71 W. Lake, Chicago, Ill.



GREYHOUND

REEVES

"first in functional fabrics"



Handsome weather insurance! Pacific Trail's smartly tailored jacket made of Reeves "Trailcloth" poplin, a fine quality combed cotton fabric that keeps its rain repellency through repeated washings or dry cleanings. Made to last for years.
Boys': 6 to 20, about \$8.95.
Men's: 34-46, about \$9.95.

LOOK FOR THIS TAG
... your assurance
of fabric satisfaction.

For stores near you write
Pacific Trail Sportswear,
421 8th Ave. North, Seattle, Wash.

Fabric by **REEVES BROTHERS Inc.**, 54 Worth St., N. Y.



Start earning extra money for college

96-year test proves your rugged Royal Portable will last a lifetime

For 2000 hours last fall in Hoboken, N. J., type-writer history was re-written by a stock model Royal Portable.

There in the laboratory of the U.S. Testing Company, a mechanical typer ran this Royal 24 hours a day at 100 words per minute.

To equal this amount of typing, you would have to type a 400-word letter every day, except Sunday, for 96 years.

While nobody wants to live that long, the 96-year test* certainly proves that you're not buying a toy, when you get a Royal Portable.



GET BETTER GRADES

The fastest any human being can write in long-hand is about 30 words per minute. *In weeks*, you'll be typing on your Royal Portable at 50 words per minute.

Besides saving a lot of time, you will be turn-

ing out themes and papers that are better spelled, better thought out, better punctuated, because when you see what you're writing in clear type you just can't close your eyes to mistakes, big or small.



All this means just one thing—a big thing: *better grades*. That's something everybody needs these days, because colleges are getting tough. More people apply than they have room for. Naturally, they take the cream of the crop.

EARN EXTRA MONEY

Then, there's the chance to earn extra money with your Royal Portable.

If you baby-sit, why not type other people's themes at 15¢ to 20¢ per page, instead of looking at television?

How about a sign on the high school bulletin

board announcing that you have a typing service?

Why not get your lunch free in the school cafeteria by typing menus? Others have earned money these ways and so can you.

FREE BOOKLET!

Free! Go to your Royal Portable dealer and get "How to Type Your Way to Extra Money."

See the new Royal Portable—\$9.95 down. Liberal trade-ins, 18 months to pay.



Does more for you... does it better, because of these 9 amazing features!

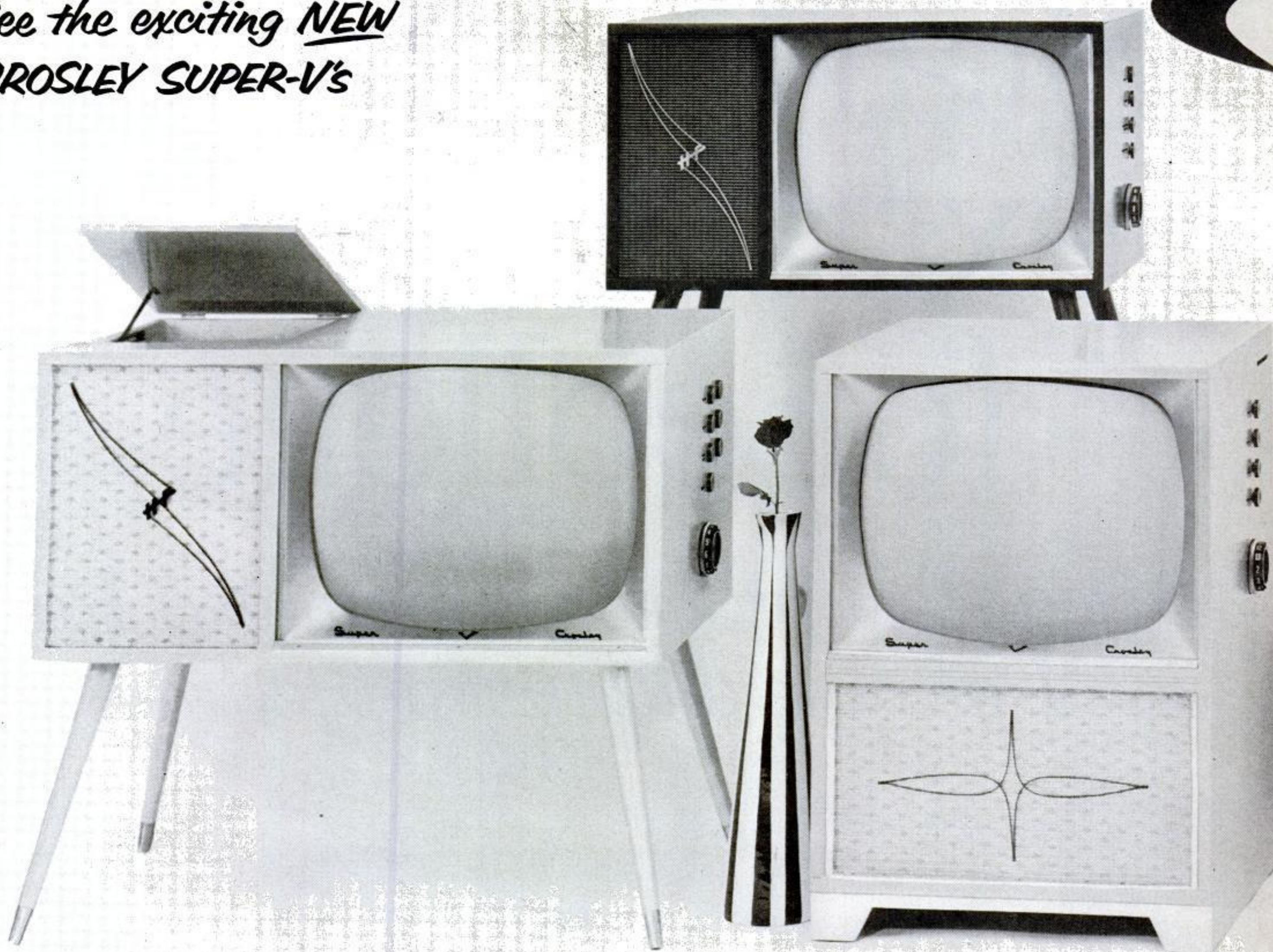
"Magic" Margin • Speed Selector • Uniform Scales • Line Finder • Visible Touch-Set Tab Stops • Push Button Top • "Touch Control" Line Meter • Fiberglas Case

the new rugged **ROYAL**[®] portable { *the typewriter of a lifetime for a lifetime*

"Magic" and "Touch Control" are registered trade-marks of Royal McBee Corporation.

*Test Number E-6998, Oct. 14, 1953

See the exciting **NEW**
CROSLEY SUPER-V's



3-speed record changer on this Super-V 21 Plus TV-phono combination plays and changes records of all sizes and speeds. Has Cinema-Sound Speaker. Blond-finished, \$309.95.* Walnut-finished, \$299.95.*

Lowboy television! Huge 21-inch screen, breathtakingly beautiful cabinet. Tube is aluminized for lifelike clarity. Has Crosley hi-fi-type speaker. Blond-finished, \$259.95.* Walnut-finished, \$249.95.*

ONLY \$189⁹⁵* for this 21-inch console cabinet! Large concert-quality speaker for top-notch listening as well as viewing. Mahogany-finished, \$199.95.* Blond-finished, \$209.95.*

100,000 CROSLEY SUPER

Now, in answer to overwhelming demand, Crosley gives you Super-V Consoles, Lowboys, TV-Phono Combinations!

TV grew out of its clumsy stage almost overnight last spring when Crosley launched its daring new Super-V portable—a set so compact it'll fit anywhere, so light that thousands of people walked into TV stores, picked up their Super-V's, and carried 'em home. In a matter of days, the Crosley Super-V was accounting for nearly half of ALL 17" sets sold!

Folks said, "Marvelous idea. Could you make Super-V in consoles, too?"

Crosley could. Crosley has. Consoles so amazingly low-priced you'll have to look again to make sure you read the price tag right . . . lowboys styled like charming lamp tables . . . TV-phono combinations that look and sound so expensive your eyes will pop at the price (under \$300!) . . . 21" table models that'll easily fit places you once couldn't squeeze 17" sets into with a shoehorn!

See these beautiful Crosley Super-V's. They're out of this world! Remember, "*You can see it better on a Crosley!*"

Custom-built honey! 21-inch console has features you'd expect would cost \$100 more—Crosley's hi-fi-type Cinema-Sound Speaker, costly-looking grille. Blond-finished, \$229.95.* Mahogany-finished, \$219.95.*

Biggest 21" screen! Most compact cabinet! Aluminized picture tube. Wrought-iron stand, slight additional cost. Mahogany-finished cabinet, \$179.95.* Blond-finished, \$189.95.* Walnut-finished, \$169.95.*

Portable—take it anywhere! Super-V 17" table model takes up to $\frac{1}{3}$ less space than other 17's, weighs up to 30% less. Mahogany-finished, \$149.95.* Blond-finished, \$159.95.* Walnut-finished, \$139.95.*

's **SOLD IN 60 DAYS!**

Feature for feature, compare Crosley with any set — at any price!

- **Vertical-Plane Chassis**—a Crosley First—utilizes the usually wasted space around neck of picture tube . . . (Super-V: Super Vertical)!
- **Aluminized Cinema-Wide Screen** on all 21" Super-V's gives up to 40% brighter picture.
- **Exclusive "HF" Cinema-Sound Speaker**—a high-fidelity type that opens up whole new tonal ranges. (Available on lowboy, TV-phono combination, and custom console.)
- **Biggest 21" Picture Available**—far bigger than many old-fashioned 21's.
- **Controls Located High on Side**—saves bending over to adjust the dials.

*Suggested list price

- **New 90° Picture Tube**—knocks inches off depth of set.
- **13% Less Power Consumption** compared to old-style sets—costs as little as $\frac{1}{2}$ ¢ an hour to operate.
- **Tube-Life-Extender Circuit** makes tubes last longer.
- **Service Man's Dream**—the easiest and most inexpensive set of all to service.

Built-In Antenna • Permanent Pinpoint Focus • UHF Optional at additional cost. Full-Year Warranty on picture tube, 90 days on chassis parts.

Crosley gives you more for your money



Crosley Appliance and Electronics Division
Cincinnati 25, Ohio



THE PAY-OFF OF FIVE YEARS' PLANNING AND TRAINING COMES AS THE LARGEST CROWD IN BASEBALL HISTORY, 86,563 PEOPLE, FILLS CLEVELAND'S STADIUM ON SEPT. 12 AS INDIANS

HOW WE GOT INTO THE SERIES



GENERAL MANAGER GREENBERG INTENTLY WATCHES THE BIG TRIUMPH AND BIG CROWD

DURING the past three weeks, while the Cleveland Indians successfully maintained their lead in the American League and finally knocked the Yankees out of the race, people kept asking, "What happened to the Yankees?" The answer is: "Nothing."

The Yankees played a stronger game in 1954 than at any time during their record-breaking string of five straight years as world champions. By early September they had rolled up a won-and-lost percentage of .690. This is quite a percentage: .690 would have won 47 of the past 53 American League championships.

A better question would be: "What happened to the Indians?" The answer is: "Everything." Here are some of our major casualties: Mickey Grasso, alternate catcher—broken ankle; he got into his first game Sept. 2. Harry Simpson, first-string outfielder—broken arm; he was optioned to Indianapolis. Bob Lemon, first-string pitcher—crippling back ailment for a month. Mike Garcia, first-string pitcher—broken blood vessel in throwing hand, causing him to miss several times. Bobby Avila, regular second baseman—fractured thumb; he was out three weeks. Al Rosen, first-string everything—fractured knuckle of the right index finger and two strained wrists; he was out three weeks. George Strickland, first-string shortstop—jaw broken in two places; he was out six weeks. Of course there were also the usual pulled muscles, lacerations, contusions, etc.

But all season the Indians have been playing .700 baseball. And yet all season the fans have talked mainly of why we couldn't "pull away" from a Yankee team playing .690 baseball. Few people realized that we were struggling to give Cleveland more than merely another American League pennant. We wanted to win a championship, yes. But we had done that in 1948 with strictly a one-year team. We wanted to build a solid Cleveland club that would break up the Yankee domination of the league. And beating the New York Yankees is like fighting an octopus. You can't cut off a single arm and consider the job done.

What we have been aiming for seems now to be accomplished. The



BEAT YANKEES IN BOTH GAMES OF A DOUBLE-HEADER. VICTORIES GAVE CLEVELAND DECISIVE LEAD. HERE YANKEES ARE ABOUT TO BE RETIRED IN THE FIRST GAME'S FIFTH INNING

Indians' boss tells how he started at farm club level in 1949 to win the 1954 pennant and to build for future championships

by HANK GREENBERG

Yankees have been caught and stopped. More important, the team that did it figures to be stronger than ever next year. Maybe the next voice you hear will be saying, "Break up those Indians!"

To appreciate what we have done you must first understand baseball as something more than a nine-inning spectacle in the ball park or on your TV screen. Today each big league team is a bustling, corporate operation with several million dollars of investment at stake. The heart of each club is the front office, and the key to the team's continued success lies in how well the front office keeps promising players moving up from the minor leagues. Cleveland has not only a 1954 pennant but the promise of many pennants to come because our system of spotting, training and advancing new young players is now, I think, the best in the American League. Behind this achievement lie five years of hard work on our part and about 40 years of baseball history.

Forty years ago the front office consisted of a frock-coated club president, a bedraggled secretarial assistant and a scout who usually got the job as a friend of the manager. There was no farm system in which minor league clubs were owned by or had working arrangements with big league teams to whom they openly fed their best players. The scout would take off on somewhat hit-or-miss travels through the minors. When he saw a good-looking rookie he tied him up through what was then and still is

known as the "reserve clause," a contract whereby the player agreed to reserve his services for that big league team. By a directive from the National Commission, organized farming was prohibited.

Two evils resulted: the rosters of wealthy clubs were overloaded; and players were illegally "concealed" by major league teams on minor league clubs by "gentleman's agreement." The Brooklyn club of 1910 had 61 players and the Phillies only 31. Cleveland and Chicago had 60 each, Washington only 29. The rich got richer, the poor poorer.

Things went on more or less this way until after World War I. Then a returning war veteran named Branch Rickey saw an opportunity and took it. He got 2,000 civic-minded stockholders to back him in reorganizing the faltering St. Louis Cardinals, which at the time had 23 players and a \$175,000 debt. Rickey's first move was to take advantage of the fact that the directive against farming had been suspended. He bought big stock interests in three minor league clubs.

This was the farm club idea, born of desperation at a time when fewer than 10 minor leagues operated. The 1954 season opened with 36 minor leagues made up of 269 teams. At the top are the Open Classification Pacific Coast League and the two Triple A leagues, the latter each made up of eight teams from cities whose combined population exceeds three million. They range down to 11 C and 10 D leagues, representing league-wide populations of 150,000. Two thirds, or 178, of the minor league clubs were either owned outright or had full working agreements with big league clubs.

During the first five years of its operation, while John McGraw and the Giants were at the top, Rickey also devised a new and revolutionary approach to baseball administration. Through large-scale organized scouting, trial and plenty of error, he developed fast, eager young ball players on 10 teams with a B classification or higher, plus many more in smaller leagues. In 1926 Rickey's once impoverished Cardinals won their first National League pennant and defeated the Ruth-Gehrig Yankees in a World Series that set financial records.

Henry Benjamin ("Hank") Greenberg has spent 22 years in professional baseball as player and executive. With a lifetime batting average of .313 and 331 home runs, he was best known until 1949 as one of the great power hitters of all time and as the son-in-law of New York department store owner Bernard Gimbel. In 1949 he became general manager of the Cleveland Indians. This article on his handling of that job was written with Sportswriter Arthur Mann.

if you like fine things
(AND HAVE A KEEN SENSE OF VALUE)

PM IS *for* YOU



Experience has undoubtedly taught you that high price is seldom the measure of true value. And therein lies the secret of PM's great popularity. For smooth, celebrated PM is truly fine whiskey whose presence spells pleasure — and whose purchase spells savings!



National Distillers Products Corporation, New York



A SPORTS-MINDED FAMILY, Mr. and Mrs. Bernard Gimbel entertain son-in-law Greenberg and their daughter at Gimbel home in Greenwich, Conn. Gimbel boxed and played football in his youth; Mrs. Gimbel rides to hounds.

HANK GREENBERG CONTINUED

The baseball front office, particularly in St. Louis, became a beehive of specialized administration. The progress of some 600 players under contract in all classifications was charted through telephone, telegraph, daily box scores, managers' game reports and weekly league averages. Rival players were constantly evaluated, and when a player shifted clubs, seven duplicate records of the move were made.

By 1931 the Rickey system of minor league affiliates, through ownership or elaborate working agreement, was so successful that it led Jacob Ruppert, millionaire owner of the Yankees, to take the plunge too. Against the advice of his general manager, his team manager and his chief scout he bought the Newark ball club in the International League to begin the Yankees' farm system. Its success was immediate. The Yankees won the 1932 pennant and then beat the Chicago Cubs four straight in the World Series. Five years later, as the Yankees were winning the second of four straight American League pennants, their AAA farm club, Newark, was running away from seven other clubs with the strongest minor league team ever assembled. They won by a margin of 25½ games and every player on the club went to the major leagues.

No one could question the wisdom of farm system baseball after that. Newark's opponent in the Little World Series of 1937 was Branch Rickey's top farm club, Columbus. Some of the names on the two teams have a familiar ring today—Enos Slaughter, Max Lanier and Mort Cooper for Columbus; Joe Gordon, Charlie Keller, Atley Donald and Buddy Rosar for Newark. Within another five years they were all rivals in the first of two straight Yankee-Cardinal World Series.

As a high school ball player in the Bronx, I turned down a chance to be a part of the Yankee farm system. I was a slugging first baseman and the Yankees had the greatest in Lou Gehrig. So I chose Detroit. After a couple of apprentice years in the minor leagues, I got my chance as a regular on the Tigers. We beat the Yankees in my second year, 1934, and again in the third and twice after that, in 1940 and 1945. But they never stayed beaten.

In 1947 I was playing for Pittsburgh. Despite the most cordial relations, I was considering getting out of baseball entirely and I insisted on an unconditional release at the end of that season. In such a case all other big league teams must sign a waiver, "For purposes of unconditional release, claiming fee \$1.00." All waived except Cleveland, where Bill Veeck headed a syndicate that had just bought the Indians. He paid the dollar and claimed my contract.

I asked him why he had done it. I certainly was not worth the big salary he would have to pay. Behind me were 12 years of hard play in the big leagues, interrupted by four years of military service. But I now lacked more than the old timing and reflexes. The vital desire to play wasn't there. I might have hung on, adding an occasional home run to my lifetime total of 331, feasting on the cheers, trying not to hear the jeers when I failed. All Veeck would say was, "You can help me out at Cleveland." So I asked him for a job in the front office. He gave me \$15,000 a year and told me to study the farm teams.

Cleveland then owned seven teams and had working agreements with nine. I spent 1948 traveling around the country watching Cleveland farm clubs in everything from large parks to Class D bandboxes. I soon learned that though we had fairly good teams and enough of them we didn't have an organization. The teams were

CONTINUED ON PAGE 142



LEAF-EATING POWER MOWER

Its whirling blade mows grass, cuts weeds, trims edges, mulches turf—and pulverizes 30 bushels of leaves a minute

A new kind of power mower with a special appetite for leaves threatens to replace the time-honored mower that only cuts grass. It's called the Toro *Whirlwind 18*.

You roll it over your lawn like any other mower. Under the completely enclosed housing, a spinning blade sucks up the leaves, chews them to bits in seconds. Your lawn is left healthy and happy under a practically invisible layer of turf-building mulch. It's as quick and easy as vacuuming your rugs.

Yet the *Whirlwind 18* does more than gobble up leaves. It gives your grass a bristling "heinie" cut, slashes down even the thickest weeds, trims whisker-close to fences, walls, buildings. It's a jack-of-all-lawn jobs that sells for \$89.95*.

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TRAINING HEADQUARTERS for Cleveland farm teams is camp at Daytona Beach, taken over in 1950 to replace air base previously rented by Greenberg.

HANK GREENBERG CONTINUED

isolated units, each trying to win recognition and promotion to a higher classification, which meant more pay. They trained in widely separated camps—Florida, Texas, Virginia, California. Managers did not see their new players until they arrived at training camp each year. Each manager had to succeed or fail with what he was sent by the front office. If he needed help after the season opened, a substitute was occasionally transferred to meet the emergency. But close touch between headquarters and the farm clubs was completely lacking. Managers of "working agreement" clubs thought that the "ownership clubs" were getting the better prospects. Each scout wanted his own find given a better opportunity on the parent team. The futures of managers and scouts were as uncertain as those of the players. During many a winter baseball meeting you could see haunted-looking managers and scouts in the hotel lobbies hunting for new jobs.

I thought that the only answer to all this confusion and uncertainty would be a central training camp. Managers and scouts could assemble young players there, mingle with all of them and get to know them. The emphasis would be on the entire farm organization rather than on any individual club. This was not a new idea but it was my conclusion after all my travels.

I talked it over with Bill Veeck. He told me to go ahead. So I rented a beat-up old air base at Marianna, Fla. Here we built four baseball diamonds back to back. Raised platforms in the middle gave us a view of all four diamonds. We stripped team names from the uniforms of the 375 players. Our one concession to league classification was in the color of the stockings. For ready detection in files, minor league baseball uses different-colored contracts. Class D is brown, C is pink, B is blue, A is green, AA and AAA are white. We bought stockings of these colors and used them accordingly. Thus we could spot a hustling boy with brown stockings (D) playing Class B baseball and, conversely, a boy with green stockings (A) soldiering or tapering off to Class D performance.

I assembled the 17 minor league managers and 10 scouts and told them, "We're here to find players to star for the Cleveland Indians as soon as possible. Don't be worried now about your own rosters. You'll get a good team. We want a well-balanced, hustling organization. Your jobs for next year and the year after don't depend on whether you win or lose pennants. Of course we want championships and play-offs. But we also want our players studied and taught in uniform fashion. We're in this for one reason: to make Cleveland the best baseball club in the country, not for one year but forever."

The player became a human being

WE worked on the fields immediately after breakfast until lunch, and then again until 4 p.m. Right after dinner the entire staff of managers and scouts gathered in a meeting room before blackboards. There we consulted our notes and discussed all the players we had seen. By keeping daily tabs on all players we were able to swap information about them and assign them to teams without fear of later protests from managers. Transferring a player from a club after the season starts is the best way to reduce the morale of the team and the support of the fans. The central camp reduced this hazard to a minimum. Players could be transferred to meet an emergency. But even then the manager getting the new player would have seen him in training and would know his good and bad points. The player was no longer a set of statistics; he was a human being.

CONTINUED ON PAGE 145

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HEAD COLD FOG



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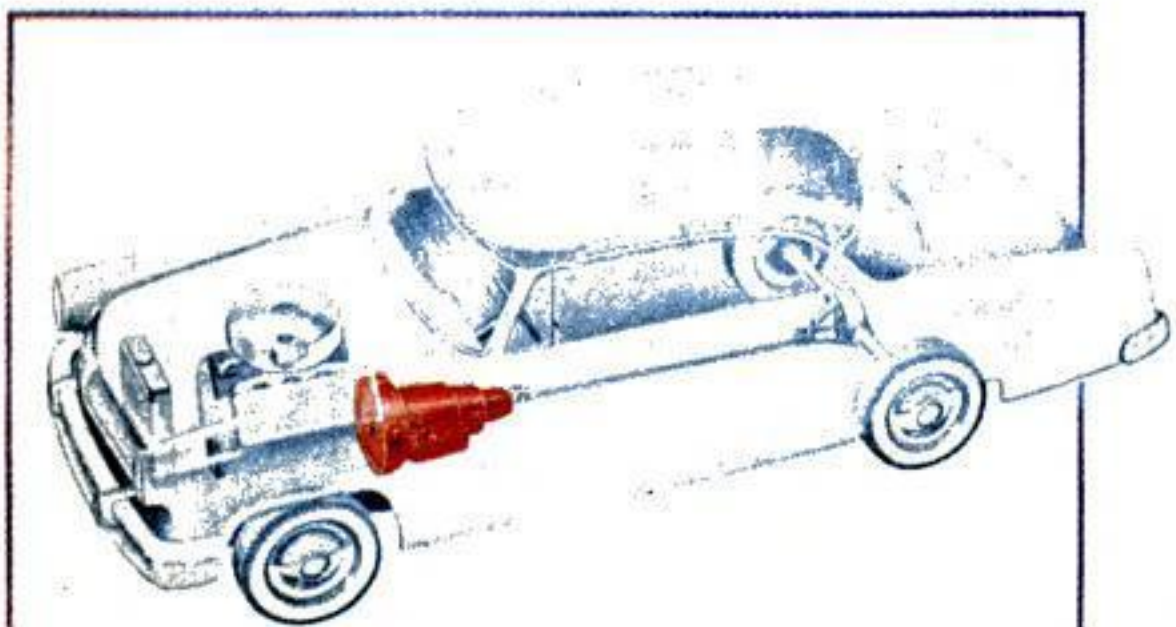


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Wesson Oil gives you an extra margin of safety for light, digestible frying—because Wesson *heats hotter without smoking* than costliest solid shortenings. (Remember, when fat smokes and burns it is breaking down—harming your fried foods.) Wesson fries so safely—you can enjoy *two* fried foods at the same meal!

You'll taste the difference, too, when you fry with this pure vegetable salad oil. There's a fresh *delicacy* in Wesson—a special *lightness* you'll find in no other kind of shortening.

WESSON "FRENCH FRIES"

Cut potatoes into strips $\frac{3}{8}$ -inch wide and $\frac{3}{8}$ -inch thick. Pat dry with paper toweling. Fry until light brown in deep Wesson Oil heated to 385° F. (For extra crispness, potatoes may be soaked in cold water one hour before frying.) Wesson Fries are sure to be light and digestible.

SKILLET BURGER BALLS

Burger Balls:

- 1½ pounds ground beef
- 1½ teaspoons salt
- 1 slightly beaten egg
- ½ cup dry bread crumbs

Sauce:

- ¼ cup Wesson Oil
- 1 cup chopped onion
- ½ cup chopped green pepper
- 1 clove garlic, minced
- 2 8-oz. cans tomato sauce (2 cups)
- 1 tablespoon Worcestershire sauce
- 1 teaspoon salt
- 1 teaspoon celery seed
- Dash of pepper

Combine ground beef, 1½ teaspoons salt, egg and crumbs. Shape into balls 1½ inches in diameter. Brown in skillet in hot Wesson Oil, remove from skillet. In same skillet, cook onion and green pepper several minutes. Add rest of ingredients, heat to boiling. Add meat balls; cover, and simmer 30 minutes. Makes 6 servings.



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We did have disappointments. Twelve boys quit camp in the first three days. They said it wasn't baseball. But plenty of them stayed on, and they were coached by such experts as Charley ("Red") Ruffing and Kerby Farrell. We had about 75 free agents, boys who had never played in organized baseball and who had been spotted by our scouts. More than 30 of them were signed to contracts.

We assigned players to 16 farm clubs for 1949. Five months later 13 of these teams made the play-offs in their leagues. It was the highest percentage of any farm system that season, including that of the Brooklyn Dodgers, who had sent out nearly twice as many players from their central camp at Vero Beach.

That year the Yankees won the pennant. We finished third, having lost 12 of 22 games to the Yankees. This pennant race at the top momentarily overshadowed the hopeful developments below. But a comparison of our farm club operation with the Yankees' showed that all but one of our top nine teams finished in the first division: fourth or better. Not one of the Yankees' nine most important clubs finished higher than fifth.

That winter I was promoted to general manager on a three-year contract. One of my first moves as general manager was to transfer the operations of our Marianna camp to a bigger base at Daytona Beach. There we departmentalized our farm club operations and expanded the whole program. The results in five years are shown simply and graphically in this comparison between the Indian and Yankee farm teams for 1954:

INDIANS			YANKEES		
CLASS	TEAM	FIN.	TEAM	FIN.	
AAA	Indianapolis, Ind.	1	Kansas City, Mo.	7	
AA	(No team)		Birmingham, Ala.	3	
A	Reading, Pa.	4	Binghamton, N.Y.	5	
B	Keokuk, Iowa	2	Quincy, Ill.	3	
B	Spartanburg, S.C.	4	Norfolk, Va.	1	
C	Fargo, N.Dak.	1	St. Joseph, Mo.	3	
C	Sherbrooke, Que.	2	McAlester, Okla.	3	
D	Jacksonville Beach, Fla.	1	Owensboro, Ky.	3	
	(Second half)	5		2	
D	Tifton, Ga.	7	Bristol, Tenn.	3	

Perhaps we have not exactly crushed the head of the Yankee octopus and cut off all tentacles. But we are getting close to it. This year we hurt them at their strongest source of player supply for Yankee Stadium: the American Association Class AAA League. Our Indianapolis Indians, led by Kerby Farrell, ran away with the Association pennant.

They piled up a 16-game lead by early August and coasted in ahead of Louisville, top farm club of the Boston Red Sox. Promoted last year from Class A Reading, Farrell developed some spectacular infield and outfield prospects, especially first baseman Joe Altobelli. Farrell's big surprise was the 21-year-old southpaw, Herbert Score, who struck out 330 batters in winning 22 games. Only Bob Feller and Rube Waddell fanned more batters in a single season. Score was voted the league's Rookie of the Year and Most Valuable Player.

The Indianapolis team has other valuable assets. Hank Foiles, a catcher, led the team in hitting with .332. Bill Harrell hit .307 as a third baseman. The colorful Rocky Colavito from the Bronx, N.Y. batted in 74 runs in his first 73 games, slumped badly but wound up with a new Indianapolis home run record. Harry Simpson, handicapped early by his broken arm, hit .361 for the closing weeks of the season.

The Yankees' team in the same league, the Kansas City Blues, finished second in 1953 and produced the batting champion, Vic Power. However, much of its rookie strength, including Power, was used in big league trades last winter in the Yankees' attempt to win their sixth straight pennant. As a result the Blues finished next to last this year.

The battle with the Yankees at the next level, Class A, was between our Reading team and their Binghamton club. Our team made the playoffs and Binghamton didn't. The next lowest classification in which both Cleveland and the Yankees have teams is B, the Three-I League. And we beat them there.

We had a disappointment or two but nothing to offset the splendid records of Spartanburg in the Tri-State League, Fargo in the Northern and Sherbrooke in the Provincial.

The minor league managers and the scouts who locate the talent are the real heroes of the Indian organization's victory over the Yankees. Such men as Jimmy Bloodworth, Jo-Jo White, Merrill May and Spud Chandler are far from the limelight they knew as big league stars, but they are the backbone of our big league

CONTINUED ON PAGE 147



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the role of the "Big Wheel."



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Written for the Screen by BILLY WILDER, SAMUEL TAYLOR and ERNEST LEHMAN

From the play by SAMUEL TAYLOR • A PARAMOUNT PICTURE



POWER IN MINORS is typified by Indianapolis pitcher Herb Score, whose 330 strike-outs helped win a pennant.

HANK GREENBERG CONTINUED

success. There isn't a harder job in baseball than banging around the country in buses from one small city hotel to the next, and unless a man believes in what he's doing and the people he's doing it for, he can go to pieces. I remember once being awakened by a midnight phone call from a frightened young business manager many miles away. He was worried about his team manager, a former big league star and a friend of mine, who had been bearing a lot of hard work and frustrations. I rushed out to find that my friend had got into the habit of hurrying from the ball park to his hotel room where, behind locked doors, he would pace the floor and talk to himself. He was near complete collapse.

Inability to subordinate the "major league mind" to minor league organizational methods frays the nerves and knocks the props from under otherwise strong men. They become plagued by injured pride, fear and a feeling of insecurity. Of course I had to replace my friend without explanation, and of course I was criticized severely for treating a former star so shabbily.

But we get lots of cheerful news too. Just as thrilling as the performances of Bob Lemon and Bob Feller in Cleveland's Municipal Stadium was a piece of news about a 19-year-old Negro pitcher at Fargo, N.Dak., a Class C pennant-winning club up near the Canadian border.

"GRANT VOTED ROOKIE OF THE YEAR," Phil Seghi, the Fargo-Moorhead manager wired us not long ago. He referred to Jim ("Mudcat") Grant, a big right-hander whose 217 innings of work, 174 strike-outs and 21-5 record put Fargo into the lead by late August. We later learned that Grant had won by the widest margin in the history of the award.

We can't promise the Cleveland fans that Jim will reach the big leagues ahead of, for instance, Guy Grasso, the Yankees' pitching star on their Norfolk, Va. team that won the pennant in the Class B Piedmont League. We can't guarantee Jim will reach the Indians at

SHARP HITTER is Indianapolis rookie Joe Altobelli.

all. It is a most uncertain trail. We don't know which of our many good minor league rookies (including 150 or more now in military service) will make the parent team.

But some will come through and when they do, they'll not make life easier for the Yankees. We know this because, by and large, our teams were close to the best in their class during the past



TOP FARM BOSS is Indianapolis manager Kerby Farrell.

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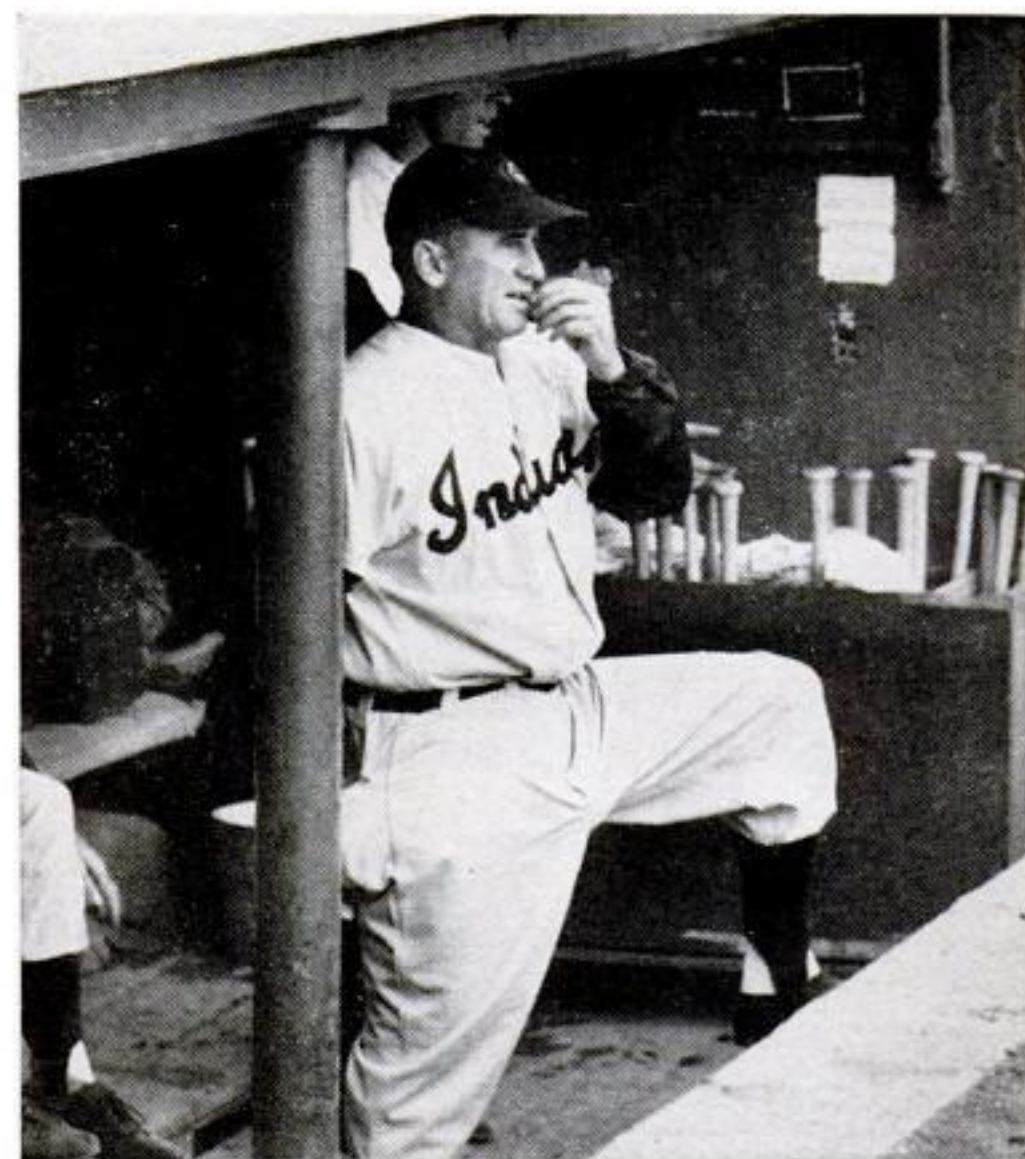
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Baltimore to Philadelphia . 40¢
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These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax. Low rates for similar distances all over America.

Don't wonder. Don't worry.
Call today and be sure.



MANAGER Al Lopez is a quiet, anxious man who undergoes agonies during games but seldom leaves the dugout.

HANK GREENBERG CONTINUED

season. All of them, when they had the chance, from the major league down through Class D, beat the Yankees.

This is not meant to be crowing. Don't think that Cleveland, and particularly Hank Greenberg, has lost respect for the Yankees. I have the highest regard for Yankee teams and administration. And there is no feud. There is, however, competition of the strongest kind, such as Ford gives General Motors or, if I may say so, Gimbel's gives Macy's.

I don't want anyone to think that our long buildup to championship stature was all a smooth operation. Our first big crisis came in 1950 with Manager Lou Boudreau. Separating a great ball player from the scene of his greatness always produces a hullabaloo. Management is drawn and quartered in print. Fans threaten boycott. I was attacked for "firing" Boudreau. He was never fired. He was released so that he could take advantage of another job opportunity. To my mind, Boudreau was not the ideal manager for a big league organization operating under the new methods.



EX-MANAGER Boudreau ran Indians from 1942 to 1950.

Each new player delivered in the spring to a big league manager under this farm system method represents upward of \$100,000 of corporate spending for bonus and salary, scouting, study, optioning, supervision, transportation, teaching and even medical bills. A New York Yankee official, testifying before the Celler congressional committee a few years ago, put the figure twice as high. He said that minor league operating costs are measured against player production, and that each rookie who reaches the Yankees represents \$200,000.

Regardless of the exact amount, most of it is spent before the manager sees the boy under big league pressure. Extension of front office operation, then, comes as the manager tests the new player under big league conditions. A single look, a few innings of competition in a game already lost will not suffice. He represents a small fortune. Was it wasted or not?

If a big league manager's pride and ego thrive upon his unique ability to detect talent or lack of it when others can't, he'll never get along with the front office. If he measures his success in terms of popularity or length of interviews on how much he has developed this or that youngster overnight, the front office won't get along with him. Decisions based on whim or caprice are useless. As a corporate employee, the manager must return a fair and concrete appraisal of the rookie's value.

The front office wants to know if it is wrong. It can be and its mistakes mean money lost. It assumes responsibility for success or failure where playing talent is concerned. Today's big league

CONTINUED ON PAGE 151



Refresh without filling

MAXIM FOR MODERN LIVING: *Be good to your waistline, and life will be good to you!*

A maxim applauded by those who make our fashions, both men's and women's. By doctors and insurance companies, who know it points the way to better health and longer life.

And by all who love to look upon a lovely figure, or who, socially and in business, are partial to the man who is trim,

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Pepsi-Cola—the Light refreshment





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To insure for tenderness and flavor use Adolph's whenever you prepare meat.

With Adolph's you can make the less expensive pot-roast and stewing cuts tender enough to broil like steak or roast like standing ribs. For those more expensive thick sirloin or porterhouse steaks and prime ribs, use Adolph's and enjoy larger, luscious servings due to reduced cooking time and shrinkage. Costs less than a penny to tenderize a pound of meat with this natural food product.



Available Seasoned (yellow label) or Non-Seasoned (red label) at grocers everywhere in the U.S. and Canada.

Adolph's - the Meat Tenderizer reported in Reader's Digest



Copyr. 1954, Adolph's, Ltd., Los Angeles 46, Calif.

manager is no longer part of a popularity contest. He cannot win ball games by force of personality, his own lifetime batting average or friendship. He must get results from players handed over to him or give a valid reason for their failure. He is in no way responsible for their discovery or development. When the season gets under way, he simply chooses 25 from the total pre-season roster of 40.

Today's big league manager sits in on staff meetings with the front office. His opinions and strategies are respected. He can debate, defend his position and get angry. The front office will and does give in if his demands are fair and convincingly argued.

With Boudreau gone, I turned to Al Lopez. I had watched him manage Indianapolis in 1950 and he was one of the best I'd ever seen. Lopez is a quiet man by baseball standards. In running a team he uses his tongue less than his head and eyes, which are black and sharp and not afraid to look at you. He has strong convictions and isn't afraid to defend them. He's big enough to listen to others. He had a remarkable record as an all-time catcher, playing in 1,918 games, more than any other big leaguer. (I might add that in going after a foul no catcher could throw a mask farther.)

As a manager, first at Indianapolis and then Cleveland, he has never brought a team home lower than second. He wins games without boasting, loses without alibis. He has the respect of his players, coaches and his front office.

Most important, Lopez understands and believes in the necessity of having the best possible farm system. He watches the performance of the farm club players almost as carefully as he does his own. He knows the main reason why he is winning the pennant and beating the Yankees this year: because he has winning farm teams behind him. He has an impressive roster of young players to remind him of it—on the Indians he has seven players who have come from the Indian farm system in the past two years.

Outstanding among these is, for instance, Al Smith, himself from Indianapolis, who took over left field this year and put a Cleveland fixture, Dale Mitchell, on the bench. It will be hard to match his clutch homers in Yankee Stadium.

Some of those tough fly balls he has pulled down, plus his speed as a base runner, have made the decisive difference in some of the games we have taken by one run. Another man from Indianapolis, Dave Pope, knocked out a pinch-hit homer when we were behind the A's 4-1 on Sept. 9 and set the team afire. If Bill Glynn's left-handed hitting improves, two Altobellis won't be able to get him off first base because Bill simply knows all the plays. Catching? Two years in the Marines have made Hal Naragon hungry for steady work. As a left-handed pinch hitter he won five games at the plate—the last being that Sept. 9 game with the A's when he walked with the bases full and thus "batted in" the winning run.

As for young pitchers, Dave Hoskins, with only a few starts, couldn't get a chance to improve on his promising work of 1953. Don Mossi's left-handed relief pitching was the talk of the league, as was Ray Narleski's right arm. These three, with Mike Garcia, had the lowest earned-run average on the staff, but they couldn't get regular chances.

New spirit in the oldtimers


OF course these youngsters aren't winning games for the Indians all by themselves. None of them is a star. As a matter of fact it was planned that way. The farm club boys are taught to play well-rounded baseball, to excel at the difficult art of playing well on any club and to concentrate on being a steady, dependable player rather than a flashy star.

These kids from the farm system have formed a solid base for the more spectacular playing of the older stand-bys like Larry Doby and Al Rosen. But more than that, they have given the Indians a spirit like that of no other club in the league. All the fans have marveled at how some of our veterans have played better ball than at any time in the past decade. They have done so largely because of the spirit of those youngsters from the farm system, whose competition for regular berths creates a pressure from below. Hal Newhouser, for example, was having so much trouble with his arm last year that it looked as if he were through with big league baseball. This year he has had under 3.00 earned runs per game. There are six others with his record on this year's Indian team. The farm club players have a lot to do with that.

Remember that we weren't exactly in the cellar last year; we were second, right behind the Yankees. We had a good ball club then, but it was this year when the dividends from the farm system really started coming in and they put us over the top.

Thanks to our farm system too the Indians have a lot of reserve strength, which helps keep the pressure on the opposition.

CONTINUED ON NEXT PAGE



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HANK GREENBERG CONTINUED

That accounts for many of the games that were won in late innings by a single run. People call it luck. Ballplayers call it pressure. Hold the opposition until they make errors, or throw the wrong pitch. Pennants are won by taking more than half of the one-run games. Our reserves came up with the great play, or pitch, or clutch hit in game after game.

Our first-base problem had long been the butt of jokes. We now have the last laugh in Vic Wertz, a hard-hitting outfielder whom we obtained from Baltimore in trade for a young pitcher. Wertz showed great courage and team spirit by tackling a strange infield position so we could benefit by his batting power. He blew several big chances and even a couple of games. The law of averages said he had to. But he stuck to the job and gave us the power we needed.

Sam Dente, a veteran shortstop promoted from Indianapolis, did all the things our star, George Strickland, did before suffering the broken jaw. Hank Majeski will soon be 38 years old but his play and spirit belied his age on the field and on the bench.

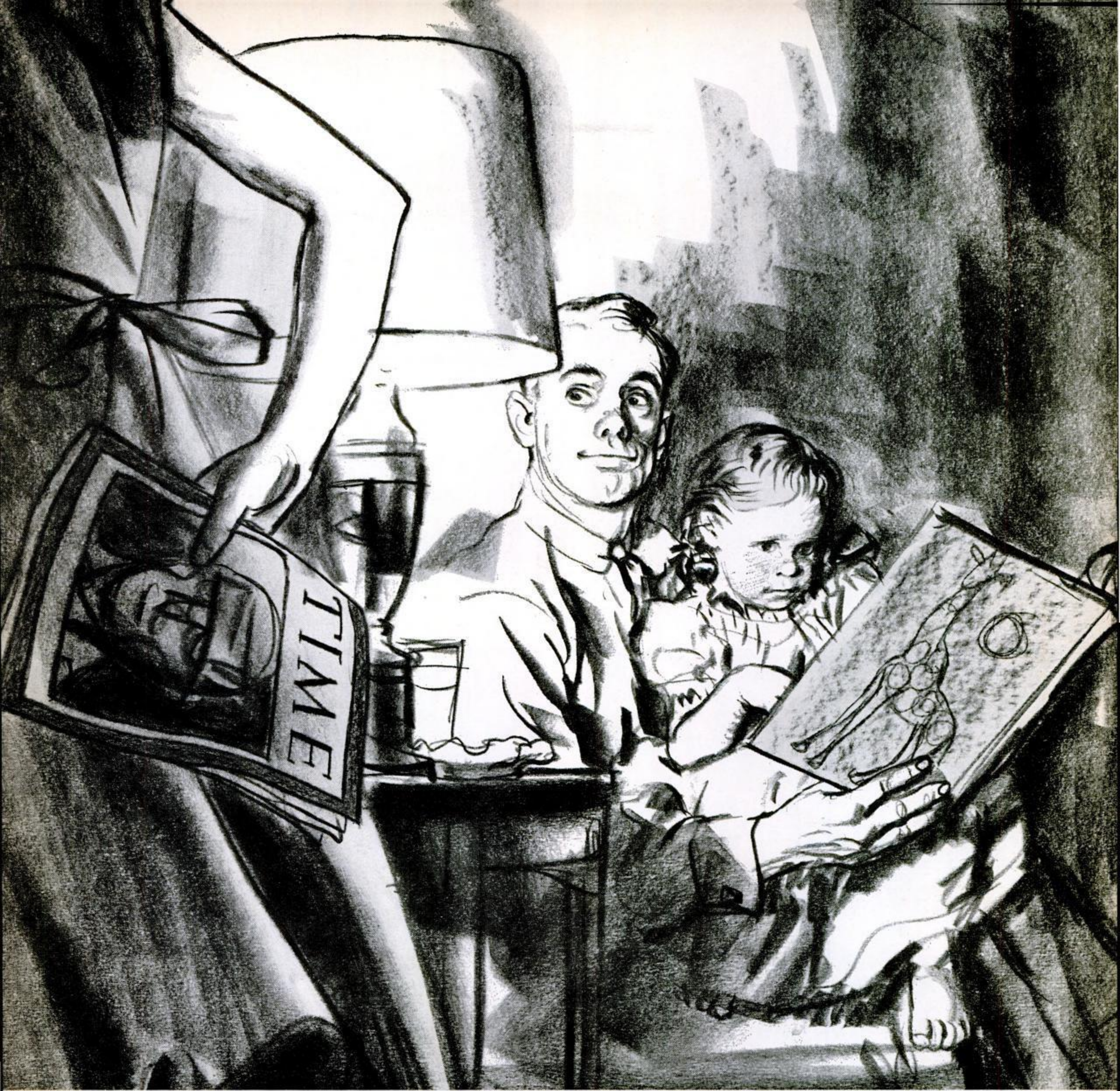
You can't say enough about the Cleveland pitching staff and their coach, Mel Harder, and the other tireless coaches, Red Kress, Tony Cuccinello and Bill Lobe. Harder's is one of the finest staffs to enter a World Series. More than one supposedly "washed up" pitcher has made a comeback under their guidance. For years Bob Feller depended on the best fast ball I ever saw or failed to see. It required several years and defeats to make him realize that he was no longer fast enough to get the ball by the batter in a pinch. Now he has stopped depending on the fast ball in the clutch and went to breaking pitches and changes of speed. He had a fine season.

Such veterans undoubtedly made the most spectacular contributions to this year's pennant. But the youngsters up from the minors were right behind them, both in spirit and ability. So I'm going to be hard put in deciding how or whether to give a chance to some of those outstanding farm players of ours, such as the boys at Indianapolis. With Bob Lemon, Early Wynn, Art Houtteman, Mike Garcia, Feller and Newhouser performing as they are, how can even Herb Score hope to elbow his way into a Cleveland berth?

I'm sure I don't know but it's certainly going to be fun watching them try, especially from where we're sitting right now.



PROMISING FARM CLUB PRODUCTS now on Indians are catcher Naragon; pitchers Narleski, Mossi, Hoskins, third baseman Regalado, outfielder Pope.



A man hardly ever has TIME all for himself

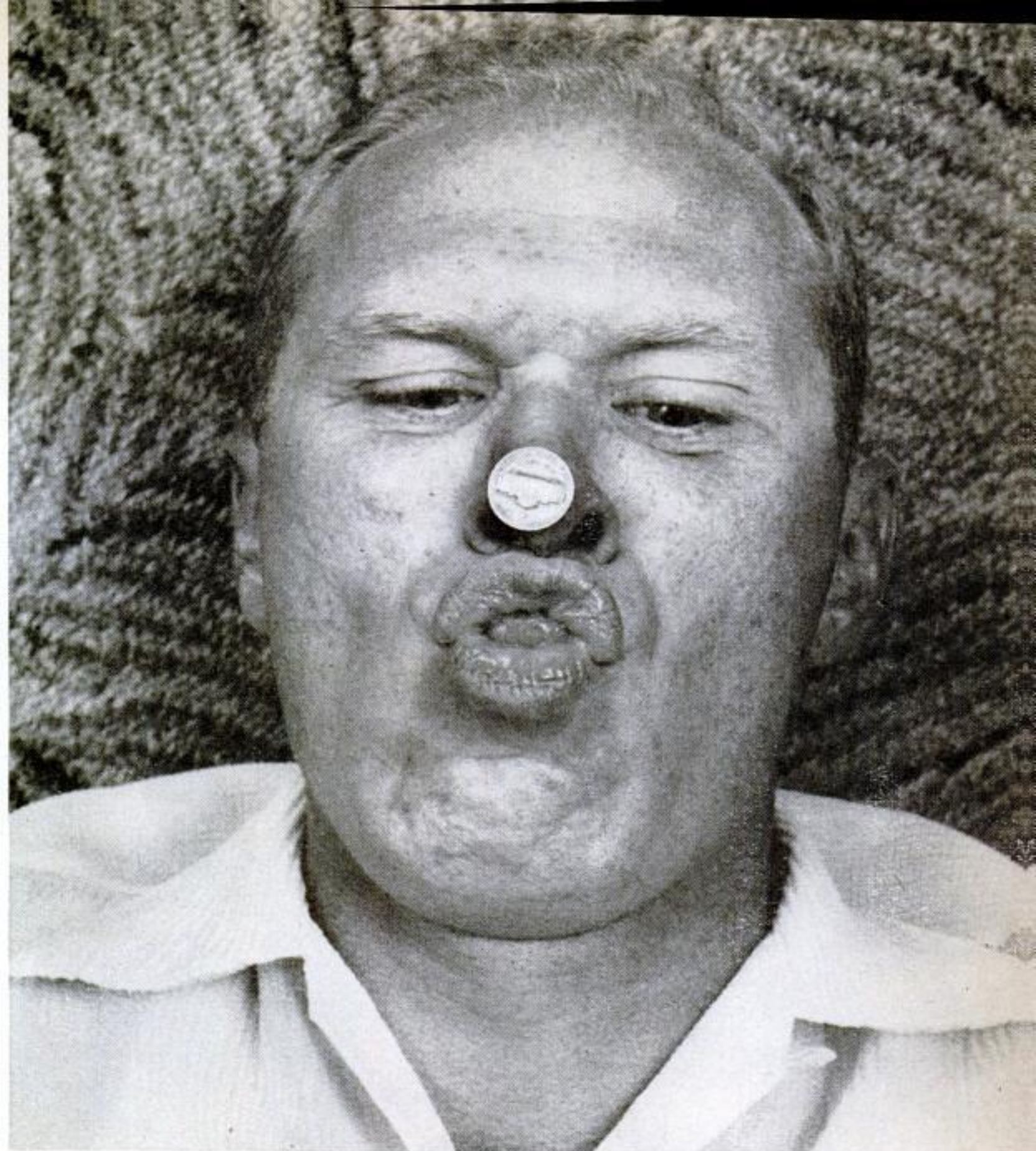
There are times when a man is willing to read the family's newsmagazine second.

There are times when his wife has to wait until *he's* read TIME.

In any case, in most homes, TIME is tandem reading. For each week TIME brings to all the family all the significant news they need to know—told reliably and well—to be argued over, quoted, discussed and enjoyed *together*.



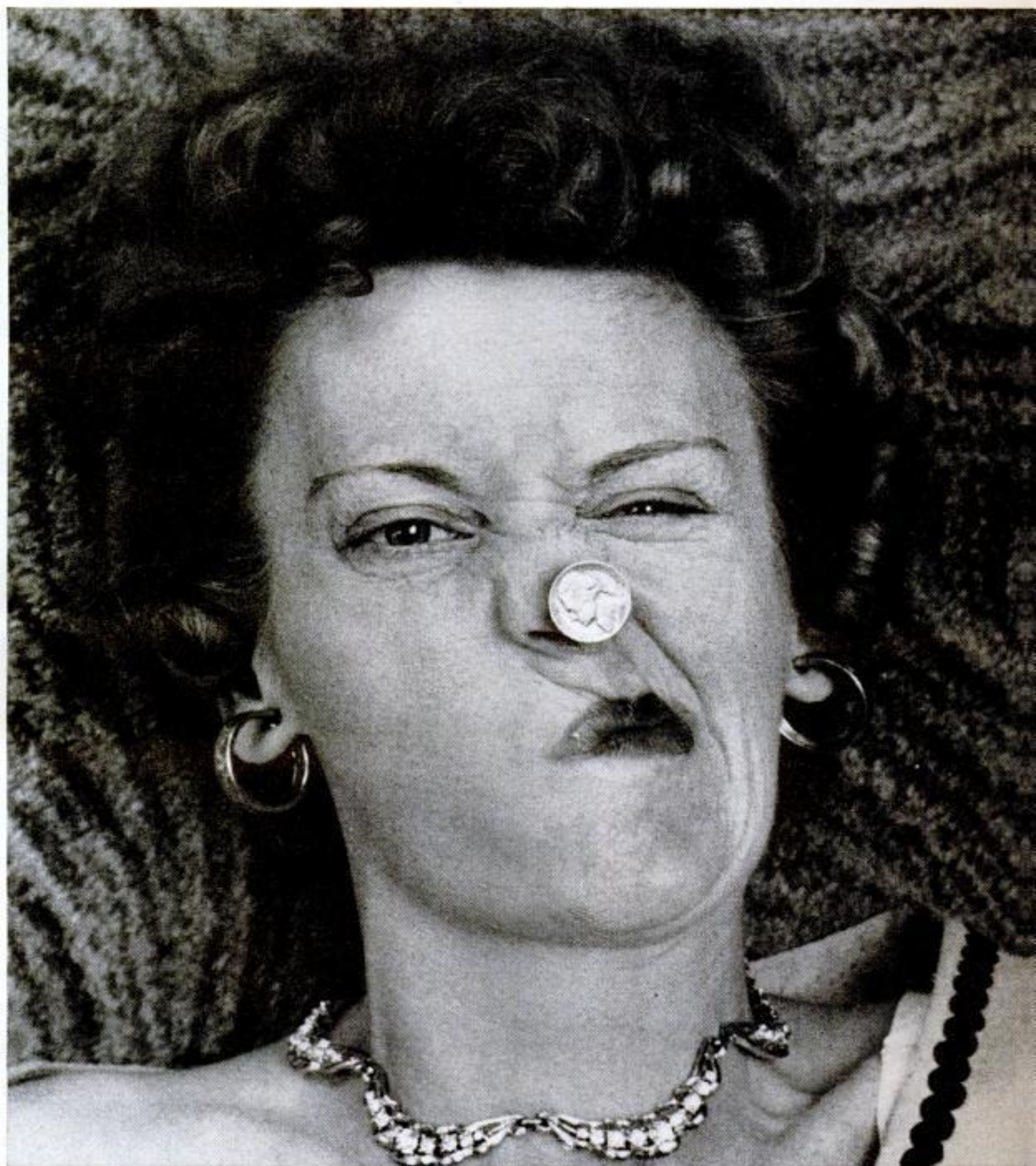
GLORIA BENEDICT TRIES TO MOVE LIPS



HOST ANGUS McDOUGALL PUCKERS LIPS



JOHN ORRIS PUTS MUSTACHE INTO PLAY



CAROL LARSON TWISTS FACE TO RIGHT

Life Plays a New Party Game

HEADS STILL, GUESTS ON FLOOR TRY TO GET NICKEL OFF NOSE



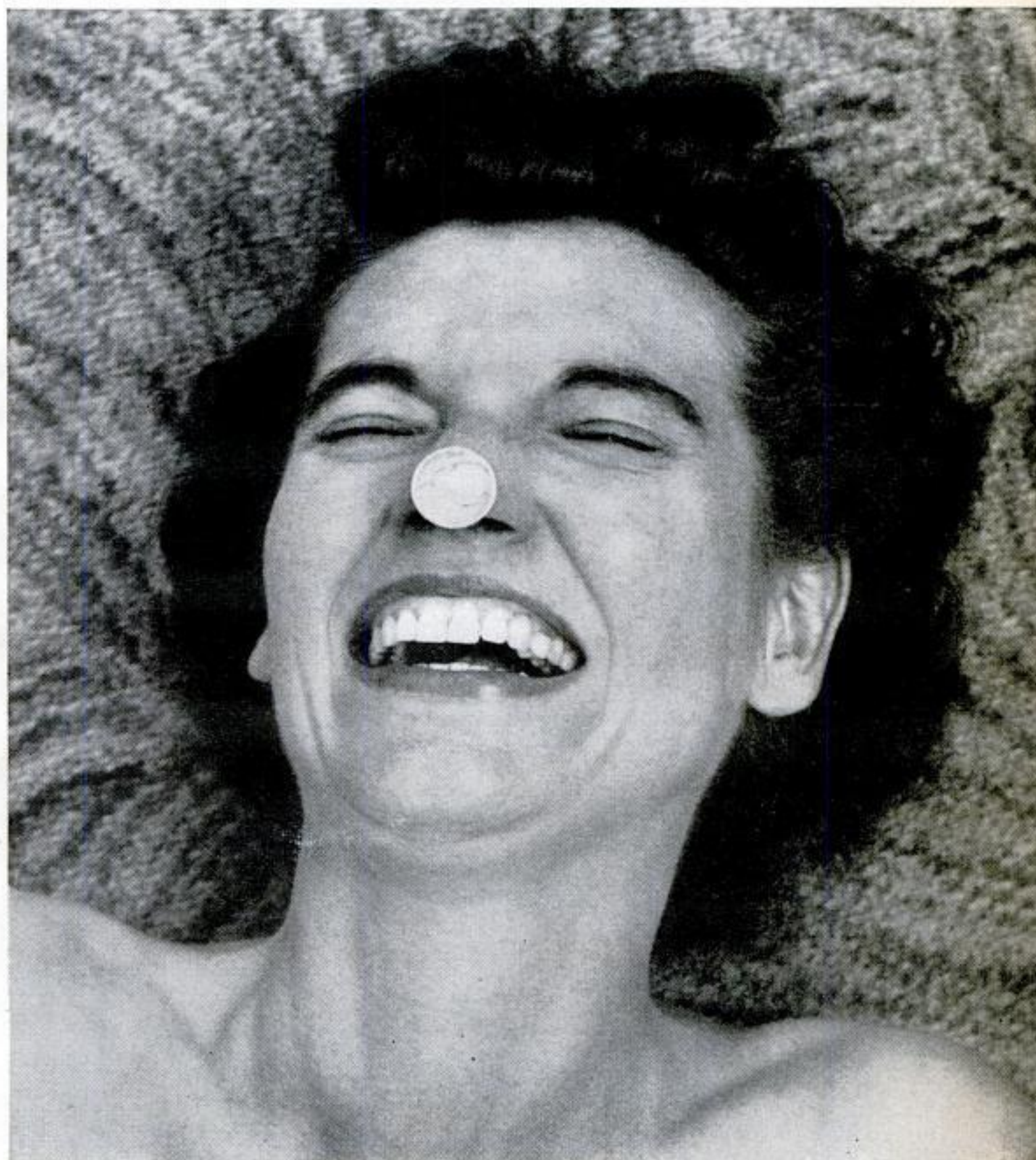
IRENE BARNES TWISTS FACE TO LEFT



ORLIN BENEDICT JR. WATCHES PROGRESS



HENRY LARSON, UNDER STRAIN, BITES TONGUE



BETTY McDOUGALL STARTS WITH SMILE

By now, guests who are invited to parties by the Angus McDougalls of Waukesha, Wis. have come to expect almost anything, since the McDougalls are great ones for nonsense games. At the McDougalls' most recent party, guests were met with something new. Lie down on the floor, they were told, and put a nickel on your nose. Now, they were directed, get it off without using

your hands or shaking your head or blowing it off. As each guest tried in turn, others shouted unhelpful suggestions like "Stretch your nose!" and "Wiggle your cheek!" The guests succeeded in entertaining each other with face-twisted attempts but everyone failed to budge the nickel—everyone, that is, except the hostess (*bottom, right*). To see how she did it turn the page.

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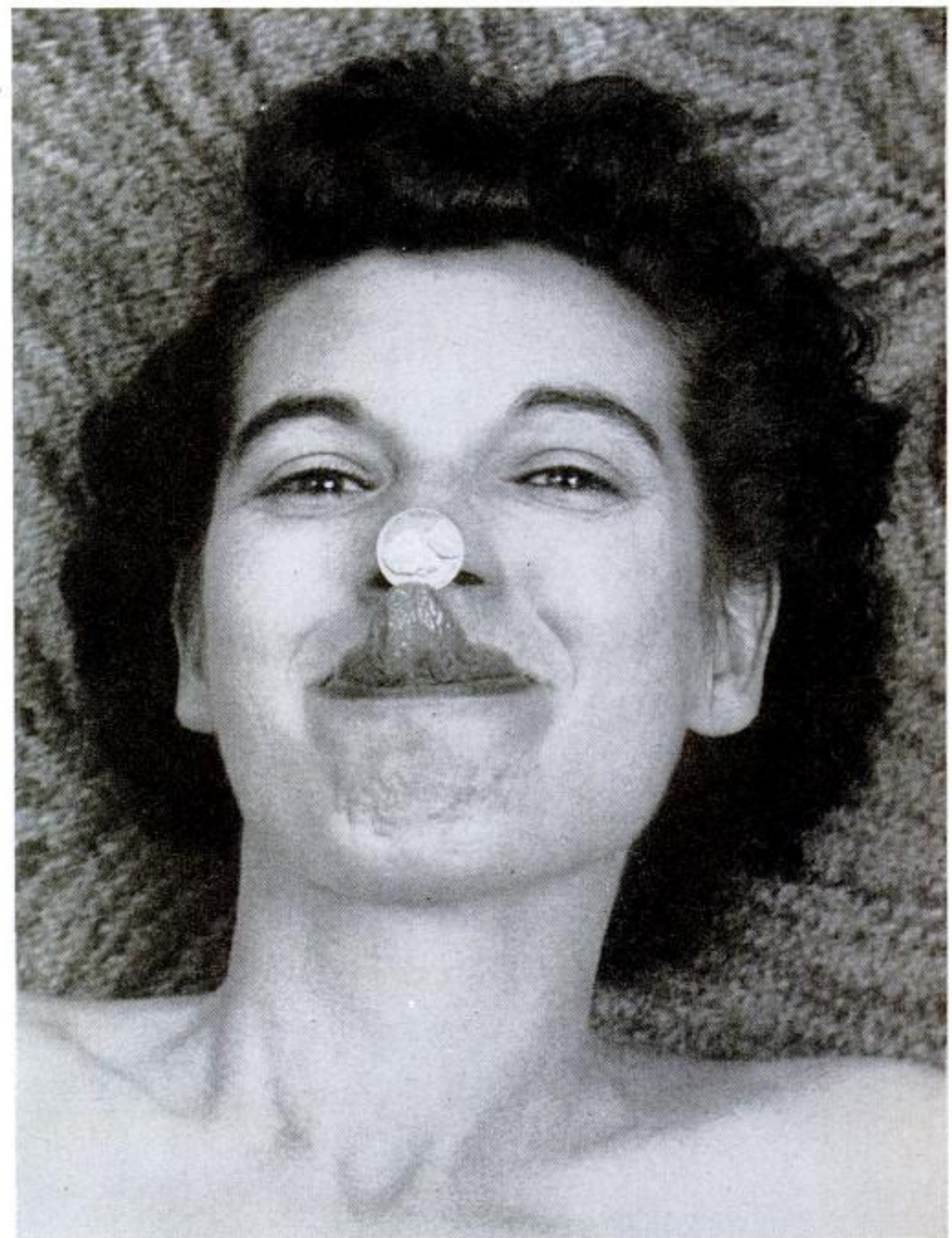
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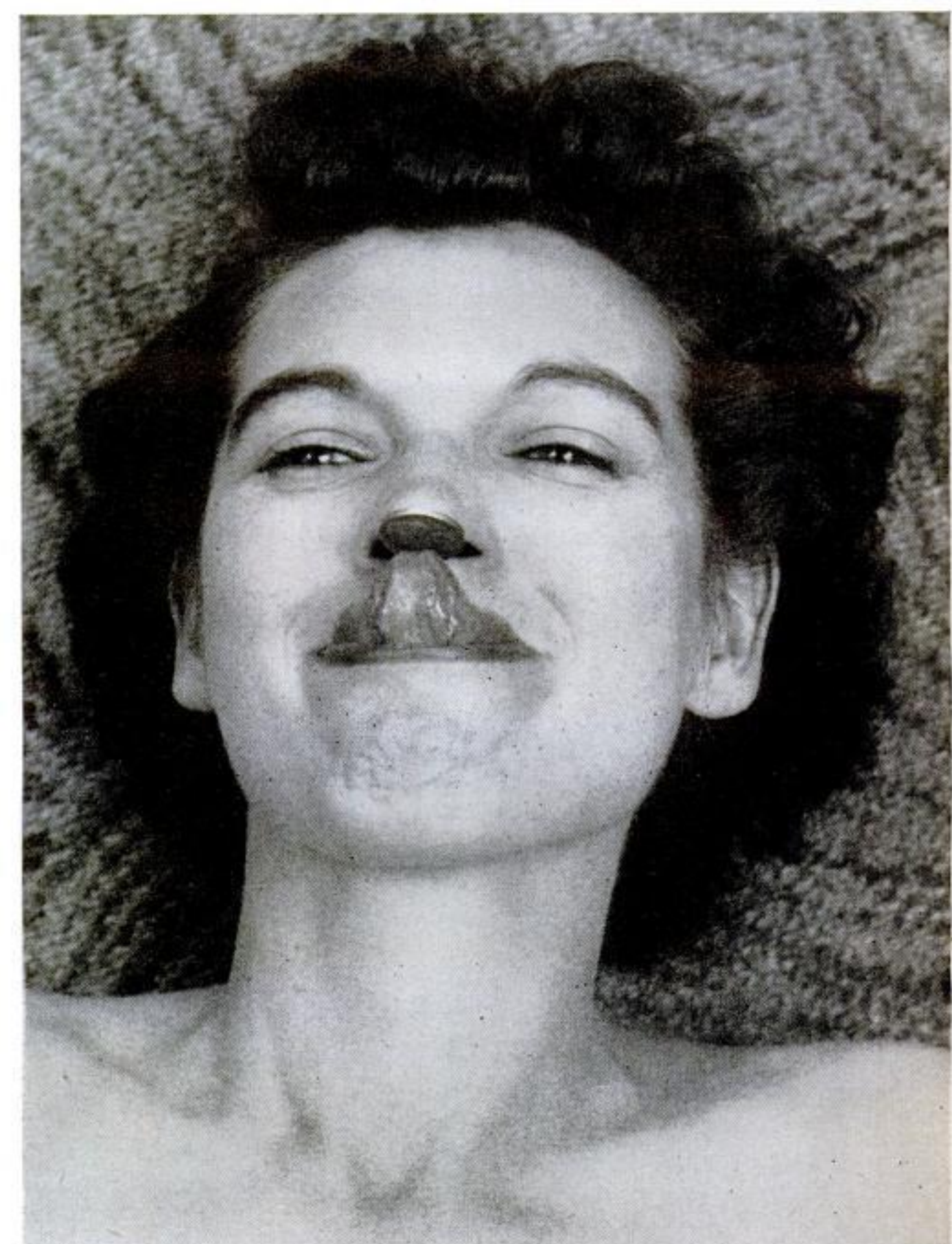
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New Party Game CONTINUED

'DUBIOUS TALENT' DOES IT



USING HER TONGUE, Betty nudges the nickel. Although rules did not prevent anyone else trying, no one else had long enough tongue to reach coin.



DISLODGING NICKEL, Betty wears look of smug satisfaction. But when guests kidded her about her tongue, she decided she had a "dubious talent."

How I feel about **LIFE**



LIFE CHANGED MY LIFE

May 11, 1942 is a date I'll always remember. For on that day my picture appeared on the cover of LIFE. And my life hasn't been the same since.

Up until that time I had been studying dramatics at Columbia University and modeling in my spare time. After making the cover of LIFE as a fashion model, I had very little spare time for anything.

George Abbott, the theatrical producer, immediately gave me a part in a new show he was casting, called "Beat The Band." Then Mr. Abbott put me in another show. This time it was "Kiss and Tell,"

and I played Corliss Archer for fourteen months. From Broadway I went to Hollywood where I've been ever since, in motion pictures and on my own television show "My Favorite Husband."

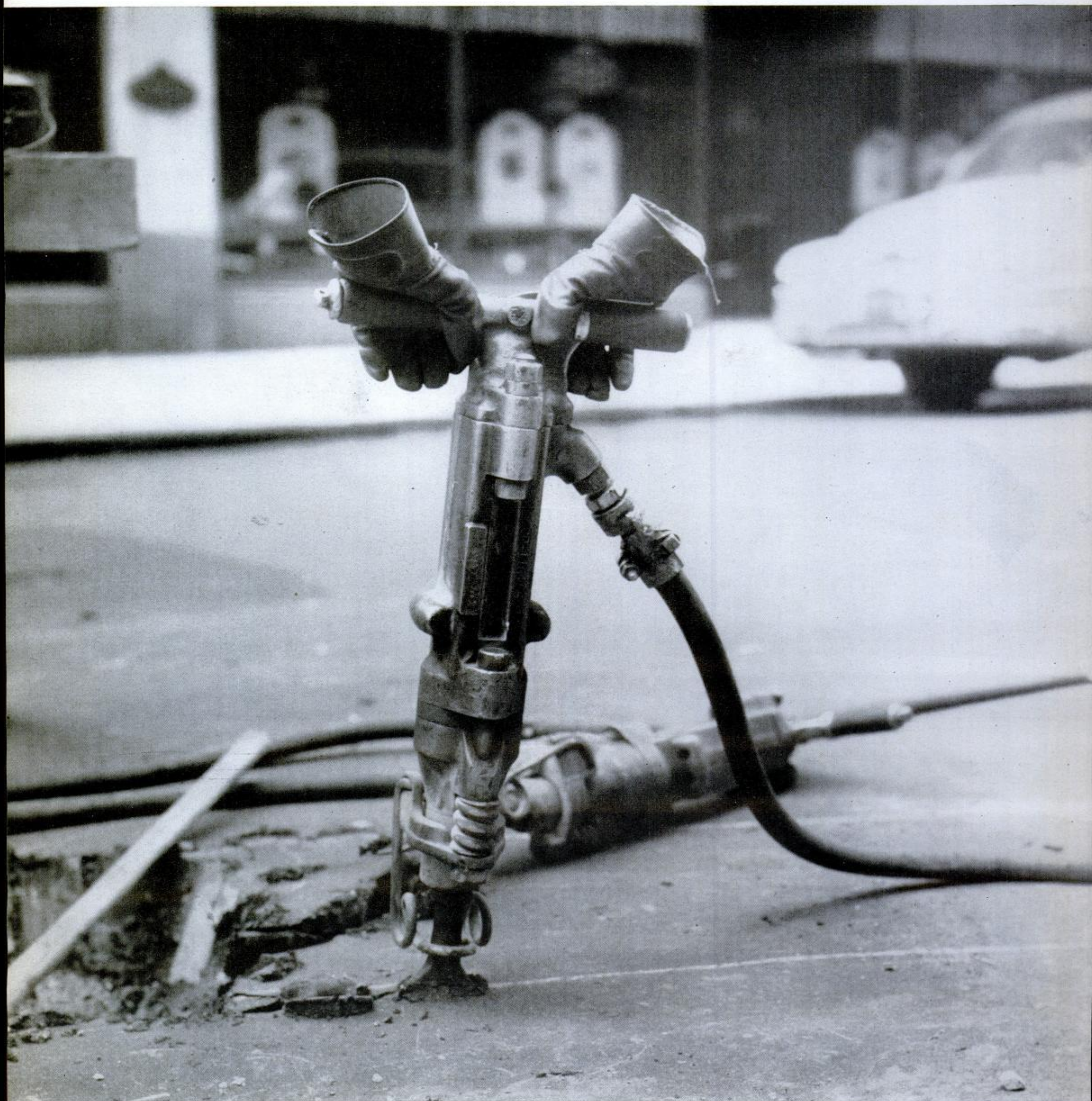
Judging from the letters people write to the editor, LIFE has changed a great many other people's lives, too. There's a world of human interest in the Letters Column in LIFE, and I think it's my favorite department.

The way LIFE lets its readers talk back, sound off and often disagree so vehemently with the editors, LIFE, 9 Rockefeller Plaza, N.Y.C.

to me is the mark of a fair-minded, great magazine.

And LIFE is a great magazine—all of it—its news coverage and the brightness of its text features, the fun of its parties, and the excitement of seeing in pictures all those people and places you never ordinarily visit. LIFE is informative to read, but fun, too. I guess that's why I like it so much—and read it so regularly.

By Joan Caulfield



ALL HANDS AT LUNCH

A pneumatic drill operator's leather gloves are like grandpappy's long underwear: after a while they'll stand by themselves. While wandering past some Manhattan street digging at lunchtime, New York *Herald Tribune* Photographer Bob Noble came on this unattended drill standing in the asphalt

gripped by a pair of disembodied gloves. The returning operator explained that his gloves, constantly soaked in sweat and grease, harden to every line and wrinkle of his clenched fists as he clings to the drill. When he starts work again all he has to do is slip his hands back into the gloves.



MR. RALPH ROBINSON: President of the Yawman and Erbe Mfg. Co. (Y & E), and pilot of seven other separate manufacturing corporations...enthusiastic amateur sailor...Man of Distinction.

"Oconomowocommodorobinson" is M.O.D. too!

When Ralph Robinson, head man of eight separate metal-working companies in four states, was elected Commodore of Wisconsin's Oconomowoc Lake Club, a waggish friend asked if that made him "Oconomowocommodorobinson".

Mr. Robinson (who declined to answer) was chosen to be Lord Calvert's newest "Man of Distinction" because his outstanding success as a business man is

combined with an enviable reputation as a host at his suburban home, where superb viands and excellent drinks make guests feel pleasantly pampered.

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LUCKIES TASTE BETTER

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